

ELECTRICAL
MERCHANDISING
WEEK

MARCH 27, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

WHAT'S AHEAD FOR THE POWER MOWER IN 1961?

A GOOD YEAR, say manufacturers, who are encouraged by the way orders have snowballed in the first two months of the year. They're so optimistic that they think industry business may bounce back to 1959's level, wiping out 1960's 10% loss.

A DIFFERENT YEAR for sure, say these manufacturers, as they point to significant changes in distribution, in the makeup of the industry, and in what's selling. As the public shows more interest in quality, marginal manufacturers are dropping out. There's a big shift in distribution, too, and fewer and fewer mowers are being sold direct to the dealer. As for products, look for reels to gain again and watch a drift away from big rotaries toward 20- to 22-inch models.

A SAFER YEAR is likely, despite the fact that the industry's "safety seal" program won't be fully implemented until 1962. Some mower makers have been able to meet the industry's new safety standards on their 1961 units, however, and they'll be taking full advantage of the fact.

THAT'S THE KIND OF YEAR it will be, say the experts. For details—and for easy to read charts which dramatize all these changes **see page 6.**

PLUS

AN EM WEEK EXCLUSIVE *Full specifications on the 1961 power mower lines. Compiled by EM Week from specifications supplied by manufacturers . . . see page 14*

What went on at EIA and IRE meetings? *Electronics men tackled today's problems, tomorrow's promises see page 2*

Industry gripes the same the world over? *Seems things like dumps and price cuts are universal see page 2*

How will EEI fight gas competition? *With a \$53 million LBE program, the battle's bound to be tough see page 8*

What happens when credit bankers get together? *They gripe about proposed laws, probe the future see page 8*

Worried about the size of your tax bill this year? *Here are some tips on how to reduce it in 1961 see page 10*

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WORLD NEWS ROUND-UP

BONN—TV DUMPING—WEST GERMAN STYLE—is creating the sharpest competition the West German television industry has ever experienced. With stocks of TV receivers exceeding 300,000 units, the German Cartel Office did away with fixed retail prices on 21-inch TV. Before the decision, some leading TV manufacturers were granting under-the-counter price reductions.

Involved in the decision were eight companies: Blaupunkt; Greatz; Grundig; Loewe Opta; Philips; Saba; Schaub-Lorenz, Telefunken. ■

BONN—TRANSISTOR RADIO RETAIL PRICES CUT up to 12.8% by maker Max Braun of Frankfurt. Reasons: Cheaper prices on high-quality transistors and intense German retail competition. ■

LONDON—NO COLOR TV FOR BRITONS, at least not until the end of 1961 or early 1962. The British Broadcasting Corp. had asked to start experimental color this November, but Postmaster General J. R. Bevins turned it down. Reason: A special committee, already set up, will plan and coordinate all new developments in TV and sound broadcasting. But no advances will be allowed until the end of 1961. Industry reaction to the decision: British color TV has been set back four or five years. ■

LONDON—IMPORTED REFRIGERATORS WILL BE MARKED as foreign goods if British refrigerator makers have their way. Why? British makers complain that foreign standards for computing capacity, shelf space and temperature are far looser than those enforced in the United Kingdom. That means foreign makers—particularly in France and West Germany—can make claims which put British makers at a disadvantage, especially since many of their boxes are marketed under English-sounding brand names. The British government has agreed to tackle the problem and has suggested marking foreign boxes to show country of origin. ■

BONN—GRUNDIG SALES TOPPED \$240 MILLION in 1960, compared with \$215 million in 1959 and roughly \$170 million in 1958. These figures are from Grundig's just-released company report—the first in its 13-year history. ■

LONDON—CAPITOL RECORDS WILL EXPAND, adding a wide range of electronic products to its record business. The company, an American subsidiary of Electric and Musical Industries Ltd., has acquired Voi-Shan Electronics Division of Voi-Shan Industries, Inc., Los Angeles, and Hoffman Electron Tube, New York, and will incorporate them in the U. S. as Electric and Musical Industries. Products the new company will market in the U. S.: Magnetic and video tape; studio equipment; consumer electronic products. ■

'Deal Now Or The



Kiddie boats will help Admiral's Medica, Grill, Siragusa Jr., sell '62 TV line.

IRE Looks Ahead; UHF Dispute Grows

Along the Eastern Seaboard the electronic industry was bustling with activity.

- In New York, 70,000 scientists and engineers jammed the Coliseum and Waldorf-Astoria to inspect 2 1/4 miles of IRE Show electronic exhibits, listen to 265 scholarly papers and peer deeper into the future.

- In Washington, Electronic Industries Assn. prepared to resist FCC pressure for all-channel television receivers, rally congressional support against imports and do some overhauling of its own organization.

The sky was no longer the limit at the Institute of Radio Engineers' Show. Most of the clicking, flashing exhibits were aimed at the conquest of space. But in many cases there's the possi-

bility of eventual consumer application for the advanced devices on display.

For example, engineers heard about a 1 1/4-inch cube of wafer-like layers, which contains about the same number of electronic components as eight television sets or 45 transistor radios. The major application today for this device is in space technology, but future cost reductions would make it commercially feasible, too.

More use of thermoelectricity in the home is also on the way, predicted W. R. Stubstad of the Collins Radio Corp. Here, too, industrial applications today are paving the way for consumer applications tomorrow. The problem (see picture) is still size and costs.

And engineers showed that they were hard at work on ways to improve today's television picture through better tubes and components and searching for better magnetic tape recording devices.

The problems in Washington were of a different sort, as EIA sought ways to meet mounting pressure for all-channel TV receivers in the aftermath of its mid-March conference.

Edward R. Taylor, Motorola's executive vice president and chairman of EIA's consumer electronics committee, summed up the industry's case against the Federal Communications Commission:

"UHF today comprises only 7% of the market. Why should 93% of the public pay a \$25 to \$30 penalty for something they can't use."



Sylvania's IRE Show entry is this thin, solid electronic panel which produces moving, lighted image. But this is not TV on the wall, Sylvania insists.

Deal Is Different'

That was the tone—strong but not frantic—that the Admiral factory took as it girded distributor loins for this strongly competitive TV year.

And, lessons well learned, Admiral distributors opened their doors to dealers yesterday and today to show them Admiral's new 1962 portable TV line—and sell them on a big and early sampling program.

The first clue to Admiral's new look: Independent distributors all acting in concert on an open house just seven days after they had first seen the line. It's obvious that things are not what they used to be when distributors were kings in their own markets and picked their own open house dates.

That isn't all. Before the distributor meeting, Admiral mailed well over 100,000 folders to all kinds of retail sales outlets to tell them that the open houses were coming. The 90,000 names on the TV and radio list—which includes camera stores, jewelry shops, any and all possible outlets—got almost full details on a five-point merchandising program.

The distributors' deal is, of course, their own business. But it was good enough for Admiral to make these policies stick:

- Everybody opens up at the same time.

- Everybody signs up right now—that is, Admiral said "deal now or the deal is different" and meant it. Ross Siragusa Jr. of Admiral Sales said, "Anybody who doesn't sign here in Chicago has problems."

- Nobody gets co-op on anything but 19-inch, 1962 merchandise after April 15. That 17-inch special program introduced at mid-winter will rate co-op only if half the ad is on the new 19s.

Reasons behind the new look: First, it's obvious that this tighter, tougher program will get Admiral more promotional bang for a buck. Then, Admiral is swinging into line with a quality story. The new compactron circuitry, a practical exclusive for the next year, is part of this story. The rest can be read in that \$169 list on the low portable, right in the face of G-E's \$159 low end. Admiral thinks it's time to get off the price kick in brown goods.

Price is not the primary push. Instead there's a set of three separate premium packages to go with radio, phonos and TV and the biggest 13-week series of national ads in Admiral history.

Not all is changed, however, as the white goods pitch shows. There, the story is price—price and features, maybe—but price is big.

EM WEEK'S

MARKET REPORTS

EAST . . . BOSTON—Metropolitan dealers reported signs of speeded-up business, but retailers in outlying areas couldn't say the same. Hot products in Massachusetts cities: Stereo and TV. Very cold ones: Ranges, refrigerators and laundry.

A few dealers were having luck with spot promotions. Jordan Marsh Co. scored with an "eleven and one-quarter hour sale," promoted with double-truck newspaper ads. Jack Sherman of Gilchrist Co. reported good reaction to his Zenith TV spring specials. And Jack Rule, manager of the J. M. Fields chain appliance departments, said he had action with an Admiral refrigerator push.

Tim Armstrong, manager of Sherer's appliance department, Worcester, said that while "business has been spotty, we've had a considerable increase in traffic the past week and it looks like better times." His theory: Prospective customers are turning their thoughts to appliances after "getting the auto insurance and taxes of one kind or another out of the way."

Generally, Massachusetts retail prices were stable, in spite of a need for inventory adjustments along the pipes in some product lines.

CANADA . . . TORONTO—Discounting finally made it to this north-of-the-border city. And dealers were jumping on the bandwagon. Some liked being there, bragging about their "new concept of merchandising." Others said they felt conspicuous. "Everybody is advertising 'discount prices.' So we have to," a chain store executive shrugged. Still others wagged their heads and watched from the sidelines. They preferred to plug the time-tested virtues of "value" and "service," while maintaining that they, too, had "low, low prices."

Wide use of the word discount in Toronto advertising followed the arrival of Tower's Marts, affiliated with the discount chain of the same name in the U. S.

Tower's leases space to leading Toronto merchants who deal in ladies' wear, children's wear, shoes, hardware, toys and so forth. In April, the store will add a white goods and TV department, operated by Samuel Freedman, Consumers Electric Appliance and Furniture Co. Freedman will continue to operate his own midtown store, even after joining Tower's. And within two years, he hopes to be in the three other stores Tower's is planning for the Toronto area. "The trend is to discounting," he said. "I'm getting in on it now."

How do other Toronto retailers feel about it? H. C. Starkweather, Kresge general manager in Canada, said, "We advertise discount only in the basement department of two of our stores." Kresge doesn't include the main sales floors "because we don't want to."

MIDWEST . . . MILWAUKEE—If dealers here had a motto last week, it was "Keep your fingers crossed."

The reason: A slight upturn at retail, evident since early March, showed some disturbing signs of petering out.

William Weyda, manager of big-volume Franecki Appliances, saw sales spurt for a couple of weeks, then slip again. "It's still rough," he explained. TV was accounting for 60% of Franecki business—portables and low-end consoles were moving best. Laundry was way down and refrigerators were just holding their own.

Bill Gildner of Bachman Furniture & Appliances was a shade more optimistic. "There's been a decided pickup in the last week to week-and-a-half," he said. How strong a pickup? "Nothing sensational. We're up from nothing to half of nothing."

The upturn has meant more action at the higher end for Gildner. Big boxes—15-cubic-foot—were moving well.

Motorola distributor Arthur Kronenberg of Dykro, Inc., also noted the upturn at retail and the accompanying movement at the upper end. "Our \$169 portable has been moving best," he said, "but now we're getting some action in 23-inch goods."

Most dealers were tying into a local utility electric range push. Wisconsin Electric Power offered range installations for 220-volt customers at \$9.95. Normal installation runs up to \$50.

WEST COAST . . . PORTLAND—Dealers here figured they had Noah beat—50 straight rainy days. And all of them agreed the rain made for soggy sales as well as spirits.

"I think a change in the weather now is bound to make people more receptive," said George Smith of Smith's Home Furnishings. Smith's January was down 18% from January, 1960, but he broke even in February. His strategy: Cut back on the number of lines. "We're keeping the more exclusive models, those we can make a profit on, rather than cherry-picking the specials."

Generally, dealers reported TV sales were ahead of appliances. At Harold Kelley's, for instance, TV was moving better than last year. The promotion-minded Kelley operation started a "Win a Lot from Harold Kelley's" promotion that brought heavy traffic through its two stores and boosted sales satisfyingly, particularly in TV and stereo. But St. Patrick's Day was slow in Kelley's shamrock-plastered headquarters.

Like most other dealers, Fred Schwary at Fred Schwary's Appliance Center in suburban Parkrose has found the market soft. "Even price doesn't do it," he complained. But Schwary has had some success with concentrated phone promotion to old customers.



Westinghouse demonstrates the problem—and the opportunity—of thermoelectricity at IRE Show. Look at the size of the unit needed to drive the model train.

What would the industry settle for? Taylor outlined two ideas: (1) solid government decision on how many UHF channels eventually will be used and (2) a minimum of a five-year changeover cycle.

"We think there's enough confusion in our business as it is," Taylor said. "Further confusion might stop the market."

But even as EIA members packed to leave town, they got discouraging news. New FCC Chairman Newton Minow, in an interview with the "Washington Star," left no doubt that his main concentration now is on compelling manufacturers to produce all-channel sets.

The real cure for TV problems, Minow maintained, is in the maximum use

of all possible television channels. "All other remedies are like taking aspirin," he said. "Ninety per cent of all our problems flow from the scarcity of channels in use."

Aware of industry opposition, Minow is determined to go ahead anyway. Legislation has been drafted, now needs White House clearance. As for industry's stand, Minow claims manufacturers were putting "short-term interests against long-term interests."

Although EIA's consumer electronics committee united on opposition to UHF, they agreed on little else. Taylor had hoped to develop an industry-wide publicity program for consumer electronics, but he was unable to get committee agreement on costs.

AHEAD IN THE NEWS

IS ALCOA GOING INTO THE ELECTRICS BUSINESS?

Aluminum Co. of America isn't talking until April 13, when it completes its purchase of the bankrupt Century Products Works, Inc., New York electric housewares manufacturer. Alcoa has offered \$100,000 for Century's real estate, inventory, office equipment, patents, trademarks, goodwill, machinery, tools, dies, unfilled orders and customer lists. ■

ZENITH JOINS THE \$169.95 CLUB for low-end 19-inch TV portables, dropping in two new 19s, a 21-inch consolette and five 23s as part of a "Spring Specials" program. A higher ticket holdout at the Winter Markets, Zenith is now in line with the rest of the majors. Only General Electric at \$159.95 is lower. ■

YOU MAY BE INVOLVED in a situation covered by a recent FTC initial decision—even though the FTC case dealt with potato chips, not appliances. Basically, FTC ruled that a potato chip manufacturer (Sunshine Biscuits, Inc.) could give extra discounts (through distributors) to retail stores in a certain area (Cleveland), because he was meeting competition in good faith. At first, FTC had charged that Sunshine violated the Robinson-Patman Act by giving discounts to some retailers and not to others—hence, discriminatory pricing. But Sunshine lawyers argued—successfully—that the company was simply trying to protect itself in a "highly competitive market." ■

MORAL REARMAMENT BEHIND THE CLOSED DOOR:

The National Assn. of Consumer Organizations (NACO), brotherhood for closed-door discount house operations, has announced its annual outstanding performance awards. Among them: GEM, Minneapolis, for its fight against price-fixing and excessive cost of living; Goldman's, Kansas City, for doing the most to aid store image and prestige; GOV-MART, Seattle, for an ever-expanding scholarship program for children of members. ■

THE IMPORTERS FIGHT BACK: Alarmed by the growing battle over imports, the American Radio Importers Assn. (ARIA) is launching an ad campaign emphasizing the contribution Japanese trade makes to the U. S. economy. ARIA wants to plug dealers sales and profits from imports, points out that Japan is one of the few countries with whom the U. S. has a favorable balance of trade. "Rather than create unemployment," explained Richard Stollmack, general manager of Transistor World Corp. (Toshiba), "the import of Japanese-made transistors opened a new market for both American retailers and manufacturers." ■



ANOTHER STAR
IN SOL POLK'S
CROWN

Giant Chicago retailer Sol Polk, above center, president of Polk Bros., has ascended the throne as "Brand Name Retailer-of-the-Year" for the appliance stores category of the annual competition. Runners-up: Athens Appliance & Television Co., Athens, Ohio; Appliances by Gracie, Springfield, Mo.; Britt's, Inc., Orlando, Fla., and Prince Range Co., Newark, N. J.

NRMA: Things To Come And How To Sell Them

Department store executives and industry representatives had an unusual chance last week to talk about their own—and everybody else's—merchandising problems. For its 7th annual Home Furnishings Conference, the National Retail Merchants Assn. met in the Biltmore, New York, under the banner "Department Stores Are a Growth Industry."

The 250 registrants had their pick of subjects. For instance, Harold Leitman, president of Vanderbilt Tire and Rubber Corp., quarterbacked a session on "Tires and Auto." What are auto departments worth: Major appliances pull \$103 per square foot; brown goods, \$106; and automotive departments, \$407.

Westinghouse and RCA fed the conference at two afternoon luncheon sessions. Vale E. Freeland, Westing-

house's department store sales manager made his swan song for Westinghouse and discussed "The Shape of Things to Come," which included thermoelectric devices and the company's new indoor greenhouse, to be sold direct to retailers. Asked about the direct sales policy for the planter, Freeland answered: "Our distributors wouldn't know what to do with it if they had it."

RCA's W. Walter Watts, group executive vice president, looked at what's ahead in color TV at his luncheon: The next logical step is to color TV, because black and white saturation can't get much higher. RCA key dealers sold 54,100 sets between November, 1960, and February, 1961. RCA's prediction: In 1961, total black and white TV sales, at the distributor level, will be down 8%. Color sales should be up at least 30%.

School Days Here Again...

And NARDA picked a brand new home, a meatier-than-ever program for the first of its two 1961 Schools of Service Management, opening April 10 in the Chicago Lighting Institute.

Also new this year are student living quarters—the posh Palmer House, just a short walk through loop traffic from the institute.

This year's Chicago faculty includes eight factory men and a dozen voices from other sectors of the industry, such as:

RCA Sales Training Manager Fred Weber on personnel recruitment;

Amana's Lloyd Goodwin on indoctrination and training;

Maytag's Lee Stoddard on incentive plans;

Sylvania's Elbert Merriam on satisfying customers;

Westinghouse's William Creech on customer relations;

G-E's Harry Gensler on dispatching techniques;

Whirlpool's James Parker on evaluating service departments;

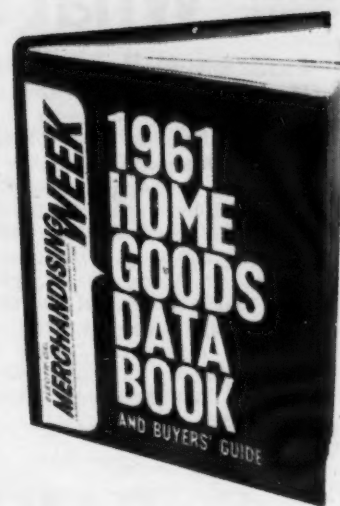
G-E's Boyd Lydic on stimulating sales with a service department.

NARDA President Vic Joerndt will keynote with "A Positive Look at Service in Today's Economy." Westinghouse Dealer Development Manager Jack Lee will speak at the windup banquet. NARDA economist Dick Snyder will take a look at long-term trends in service cost and profit.

A \$75 fee covers tuition, books, housing and meals for the three school days in Chicago. Same price for the second service school, running from May 1-3 at San Francisco State College.

new and needed the annual Home Goods Data Book

by the publishers of *Electrical Merchandising Week*



Quick facts on the annual Home Goods Data Book

FUNCTION To combine operating guidance and highly accurate product information for home goods merchandisers in a single, annual reference book.

FORMAT 8 1/4" x 11 1/4" page size; top quality, fine-screen reproduction; hard cover; Perfect-bind for lie-flat reading.

CIRCULATION Approximately 48,000: nearly 41,000 regular Merchandising Week subscribers; 5,000 hand-picked, top quality, supplementary housewares coverage; 2,000 for distribution at shows, new subscribers, etc.

ADVERTISING RATES Identical to Merchandising Week's basic bulk rates. Advertisers have the advantage of more favorable rates earned through use of Merchandising Week; however, Data Book advertisements will not affect the advertiser's earned rate in Merchandising Week. Special insert rates.

ISSUANCE AND CLOSING The 1961 Home Goods Data Book will be distributed as Part II of the July 3, 1961 issue of Merchandising Week. Reservation date May 3, 1961. Closing dates, r.o.p. advertisements May 15; inserts June 1.

EDITORIAL STAFF Home Goods Data Book has its own editorial staff, as well as the full resources of Merchandising Week's editorial staff and all McGraw-Hill bureaus, departments and data facilities.

MAKE-UP The Home Goods Data Book will have a major, four-part Retail Operations section covering: Marketing information on all products; Advertising and Promotion of store and products; Business and Financial guidance and reference material; Store Operations, including planning, layout, personnel, training, etc. This will be followed by these eight individual directory sections, with advertisements positioned as requested following any section:

Major Appliances/Kitchens
Outdoor Power Equipment
Home Entertainment
Electric Housewares

Floor Care Equipment
Housewares/Lawn and Garden
Master list of Brand Names
Master list of Manufacturers

a direct line to America's most aggressive retailers! Today's successful, hard-selling home equipment retailers merchandise a bewildering array of products — major appliances, electric and non-electric housewares, radio/tv/stereo/hi-fi, floor care equipment, outdoor power equipment and dozens of other items. Yet, until now, there has been no single *marketing manual of home equipment* which combined operating guidance and product information for these outstanding retailers.

Now there is. As Part II of the July 3, 1961 issue of Electrical Merchandising Week the first annual *Home Goods Data Book* makes its debut. Combining knowledgeable editorial on "how to do it" with carefully researched information on "what products to do it with," the Data Book will be a valuable business tool for retailers, a remarkably productive medium for advertisers. If your products are *sold through* or *used by* home equipment retailers — or if you think they *could be* — you belong in the 1961 Home Goods Data Book!

Insert Rates Unusually attractive insert discounts, ranging from 33% to 45%, make the Data Book an economical medium for standard catalog inserts or specially prepared material.

Advertiser Advantages Beyond year-around use and a sales-stimulating editorial package, the Data Book offers advertisers: *Targeted Placement* of advertisements following any editorial or directory section; *Boldface Directory Listings* of advertisers including reference to their advertising page numbers; *Reader Service Cards*, speedily referred to advertisers, facilitate reader response.

For additional information See Home Goods Data Book listing Classification 67. Or write Phil Weatherby, General Manager, for your copy of tell-all brochure, "new and needed." Or contact your Electrical Merchandising Week/ Home Goods Data Book representative, or nearest McGraw-Hill office.

Home Goods Data Book

by the publishers of

ELECTRICAL MERCHANDISING WEEK

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COVER
STORY:

What's Ahead For Power Mowers In 1961?

After last year's 10% dip in mower sales—the first setback in 15 years of climbing sales—no one in the mower business was willing to say much about 1961. And the fact that buyers and distributors didn't strain themselves reaching for their check books when the new mower lines were unwrapped last October didn't help matters. For a while it seemed that a bad winter had forced money permanently into the deep freeze. But things got better. Now mower people are talking freely.

During January and February

dealers and distributors started writing orders—a lot of them. Now manufacturers cheerfully report that orders are as good as they were last year at this time; some say they're better.

"It should be a good mower year," manufacturers explain, "if we get an even break with the weather and if the economy is at least as steady as it was last year."

The prediction is that 1961 sales "should bounce back to 1959 levels—4.2 million units." (See sales curve

below.) Here are three of the reasons why:

- Last year's sales drop was a freakish accident according to the mower industry. Those 1959 sales—20% higher than the previous year—"borrowed" sales from 1960 and the borrow was a major reason for the sales decline.

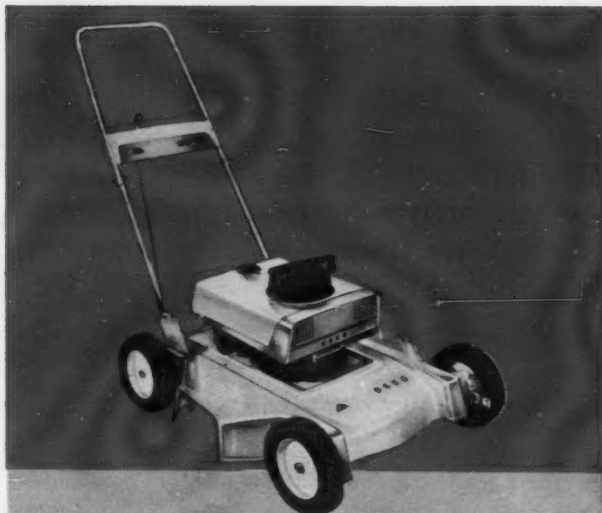
- Mower saturation is at a low 65% and nobody in the industry expects it to reach the peak of 85% until 1965.

- Orders currently are good despite 3% to 5% hike in mower costs.

It will be a different kind of year in the mower business because things are happening and happening fast: Distribution patterns are changing (see change curves below); the industry shakeout is being accelerated; and there's a decided shift at retail toward selling quality instead of merely price.

Direct distribution—long the most potent weapon in the garage-type manufacturers' sales arsenal—is losing ground. In 1958, when low-end rotary sales were at their peak, direct distribution accounted for more

CAN YOU QUALIFY AS A Key ACCOunt?



Are you looking for a long profit margin?

ACCO's Key Account Plan allows you to make more money on every mower you sell!

Do you want a premium quality line that does away with customer complaints and gives solid satisfaction?

ACCO is a product of American Chain & Cable Company, Inc. — made by people who've been in the quality mower business since 1877 — and who mean to stay in it!

Are you a live-wire promoter geared for volume selling in your area?

ACCO has a red-hot deal that will help you sell power mowers on the same basis as other big-ticket items!

Are you tired of constant service headaches?

ACCO has hundreds of service stations across the country to take these problems off your back!

Do you want to sell a power mower name that has real customer-confidence?

The ACCO brand name is pre-sold to your prospects in America's most-read national magazines, season after season. You can cash-in on this hefty advertising impact locally with ACCO's complete co-operative advertising plan and merchandising aids.

You can sell ACCO Power Mowers in **VOLUME** and at a **PROFIT!**

Get ACCO-quaunted with the brand-new Key ACCOunt Plan!

Contact your local ACCO distributor or wire us for details.



ACCO POWER PRODUCTS DIVISION

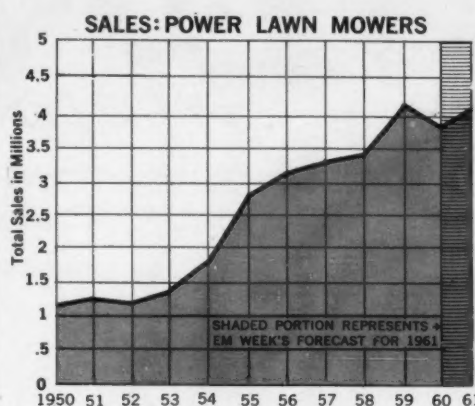
American Chain & Cable Company, Inc.

Executive Offices: Bridgeport 2, Connecticut

Canadian Sales Agents: John A. Huston Co., Ltd., Toronto 10

Stevens Lane, Exeter, Pennsylvania

Export Dept: 270 Park Ave., New York 17, N. Y.



NHMA LOOKS AT WAYS TO MAKE SHOWS BETTER

If you were one of the 13,102 buyers or 909 exhibitors who found last January's housewares exhibit's spanking new quarters in Chicago's McCormick Place short on service and long on headaches, cheer up: The National Housewares Manufacturers Assn. promises to have most of the abuses corrected in time for its July event.



**DUTCH FLAVOR
SPICES HUTZLER
COOK FESTIVAL**

HOUSEWARES

than 50% of the mower business. Last year only 32% of the mowers sold were sold direct to department, appliance, chain and variety stores. Insiders in the industry predict that this year the figure will go even lower—down to 27%.

Department stores—always prime targets for the garage-type assembler—are turning away from the low-end mowers. Buyers explain that they're learning to think of mowers and lawn care equipment as permanent parts of their yearly business rather than just one-shot, strictly seasonal items. And they claim that the low margins and service problems are headaches that they would like to get rid of.

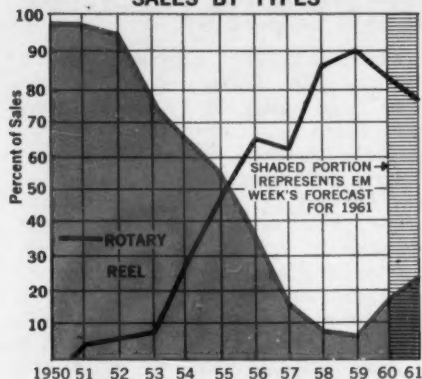
Several department stores report that they will not handle promotional mowers at all this year. Others plan to carry only a single line, or one or two models for use as traffic items.

But price promotions and low-end footbaling will still be around next year. Supermarkets and drug stores are still in the low-end rotary business in a big way and nothing has happened to suggest that they plan to get out.

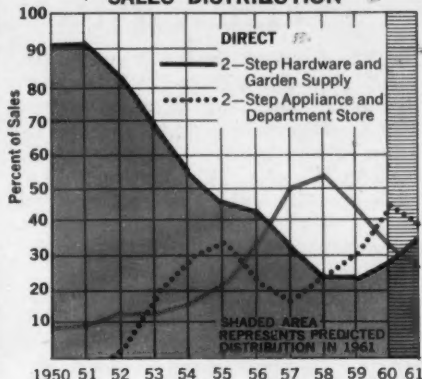
Selling will be different this year too. The trend will be to quality. According to last year's sales figures, the high-ticket mowers actually enjoyed a sales increase while total industry sales were dropping. Push-

Continued on page 11

SALES BY TYPES



SALES DISTRIBUTION



Is the show too big and too short?

Some buyers said so, complaining that it couldn't be covered in five days. NHMA's answer: McCormick Place is only a little larger than the old show sites—Navy Pier and Drill Hall—combined. And, if buyers would use the full five days—relatively light traffic Thursday afternoon and Friday proves they didn't—they'd have plenty of time to cover.

Did you go without food and phone?

The demand for these services was

greater than at any previous NHMA show and the phone company and caterer just couldn't handle it. But they've learned their lesson and promise they'll have more food and phones at the July show.

What about the crate problem?

There's no storage space inside the building and a number of exhibitors had to wait after show closing before they got their crates from storage trailers outside. NHMA hopes to correct this problem too. It doesn't say how.



Hutzler's, downtown Baltimore, Md., department store, and Royal Dru, cookware manufacturer, went Dutch on this window display to attract passers-by to the store's recent Dutch Cooking Festival. A windmill and mannequin dressed

in traditional "witte kap" (hat) and "klompen" (wooden shoes) provided just the right seasoning to whet shoppers' appetites for the taste-tempting fare being prepared by demonstrators in the store's housewares department.

IF FATHER IS A PRINCE OF INDUSTRY, Kobler Shaver

Co., Lynbrook, N.Y., has electric shavers for \$100 a piece. A tiny ad in the "Wall Street Journal" noted that the firm also sells "other models from \$5.95 up." A talk with Paul Kobler, importer-retailer (the shavers are made in Switzerland) revealed that discount house competition forced him to set up his mail order business. Formerly catering to 450 retail accounts, Kobler no longer sells his shavers to stores. Asked how well the \$100 shavers were selling, he replied: "Oh all right. But we do better with our \$34.25 model." The \$5.95 shaver, he said, was a "gimmick to attract customers. We lose money on it. It costs me \$17.95."

LAU HAS DECIDED TO GO WITH ONE FAN this year, the

Ultra-20. Production of all other models, including the 12-Twin, 12-, 16- and 20-Supers, 20-inch reversible portable and hassock, will be temporarily discontinued. In pre-season selling, the Ultra-20 at \$49.95 outsold all other fans in the line combined; the others "not enough to warrant production." Lau still has inventory in the hassock and 20-Super models, is out of stock in others.

OSTER THINKS IT HAS A RECIPE FOR BREWING retail

spring traffic. Here's how it works: Make it of clear vinyl with pockets that keep recipes clean, dry and readable. Advertise with the Osterizer and knife sharpener in the May 5 "Life." Include a coupon that can be redeemed for the holder at the dealer. List retailers who buy \$125 worth of Oster products, including three Osterizers and three knife sharpeners. Give them, gratis, 75 recipe holders, one counter display and coupons for mailing to their customers. Then sit back and let simmer.

THEY WON'T MAKE WAVES. Associated Merchandising

Corp., national resident buying office, recently sent several buyers to the Far East to look over Japanese electric housewares. But AMC says it "is sitting tight now and won't take any action on the buyers' findings because of all the 'Buy American' talk here."

BY ADDING A LITTLE STARCH, G-E HOPES to stiffen the

somewhat limp electric iron market. It's tying in with The Wilco Co., Los Angeles manufacturer of Beauty-Quick spray starch, and will offer in-store demos to 10,000 appliance dealers in California, Nevada, Arizona and Hawaii. G-E will also supply demos in major West Coast dry goods outlets to show how irons and spray starch are used together.

MAKE ROOM FOR ONE MORE AIR PURIFIER as Lee

Filter Corp., Edison, N.J. (makes automotive filters), readies two models—as yet unpriced—for May production and initial distribution through auto supply outlets.

APPLIANCE-TV

THEY'RE DROPPING IN LIKE FLIES. Frigidaire has two refrigerator-freezers, two upright freezers, two washers and a range. Picked as a hot seller is the FPDA13T61 two-door box with frost-free freezer, listing for \$439.95. Probable retail range: \$300-\$330.

Norge has a 13-cubic-foot Starline combo box in the same price range and six new freezers. To push the combo, Norge is staging an April Fool's Day phone blitz, sports shirt giveaway.

Carrier has a low-end room unit rated at 9,600 Btu, 230 volts.

Westinghouse has no drop-ins, but is going with an April-through-June "Four for One" push, where customers get three portable appliances for every major (except water heaters, dehumidifiers and disposers) they buy. ■

THE BIG MULTIPLEX HOLDUP may be settled in a month when Federal Communications Commissioners get staff recommendations. Right now key FCC personnel disagree on coming FM stereo broadcast standard. Basic conflict: Should FCC recommend single subcarrier system (Crosby's) or two-subcarrier standard. Commissioners may have to evaluate conflicting reports before reaching decision. ■

STEPPING INTO TOP SPOT AT EASY, left vacant since Parker Ericksen resigned in January, is production man John A. Basher. He'll face problems: In a slow market, Easy has had its share of troubles. Present plan is to shift emphasis away from slow-moving washer-dryer combo to automatics. ■

ANOTHER FIRST IN COIN-OP DRY CLEANING? And Norge claims it, along with Foley's of Houston. They've set up a bank of eight units in the department store. Public is invited to use machines; Foley employees get cleaning free. ■

G-E RADIOS START AT A NEW LOW in the 1962 seven-model portable line. Price range—\$19.95 to \$75—represents \$5 drop at low end where P805, a five-transistor unit, kicks off line. G-E is proudest of new, slim-line eight-transistor P870 at \$59.95. With shoulder strap, whip antenna it looks like a camera. Other steps in line: P820 (shirt-pocket six) at \$24.95; P825 (7½-ounce "flyweight" six) at \$29.95; P8511 (shirt-pocket six) at \$39.95; P835 at \$39.95 and P840, seven-transistor, at \$49.95. G-E will show radio and portable phono lines to district reps in Chicago, May 1; 1962 TV and console phono lines to distributors starting May 22, in Louisville. ■

MORE LIFE IN RADIO BATTERY SALES: Union Carbide will start nationwide TV campaign during peak outdoor listening season. Another feature of "Eveready" promotion: A national "Miss Portable Radio" contest in June (Portable Radio Month). ■



Utility men search sales contest entries for ideas to help sell electrical living.

EEL: Kid Gloves Are Off

There will be about \$53 million behind the "Live Better Electrically" campaign this year. Of the total, just \$2.5 million will be spent directly by the Edison Electric Institute, trade association for 142 utilities, in national LBE ads. The rest will be \$30.5 million in local utility efforts and \$20 million in appliance manufacturer money.

At EEI's 27th annual sales conference in Chicago last week, some 1,000 utility executives rolled those nice round numbers around gloatingly, taking great pleasure in their potential effectiveness against gas competition. They were definitely not whistling past the cemetery.

EEI's biggest stick is just one word—"Flameless." LBE committee chairman W. M. Shepherd, quoting a survey of 150 housewives on 1961 "Flameless" ads, said there were no negative remarks.

Earlier, a \$30,000 survey had told EEI and its Compton ad agency just

exactly what electricity means to the public: Key ingredient in our way of life; unlimited future benefits; streamlined, comfortable living; clean; luxurious, pleasurable; a mystery few understand; expensive.

By way of contrast, here's what the same survey said the public thinks of gas: Minor place in our way of life; limited future; functionally less efficient; old-fashioned; easier to understand—a simple flame.

EEI translates these feelings this way: "Gas is a less costly substitute for electrical living." EEI obviously thinks its "Flameless" campaign can beat out the economy image of gas with a strong emphasis on modernity.

All EEI's eggs go in just four national baskets this year—"Life," "Saturday Evening Post," "Better Homes and Gardens" and "Reader's Digest." TV advertising is a someday thing for the LBE program, but right now TV costs would blot up too much cash—another million dollars to be exact.

Consumer Credit Trend: A View From The Bank

America's installment credit bankers—nearly 1,800 of them—met in Chicago's sprawling Conrad Hilton last week to hear:

- Renewed attacks on the Douglas full disclosure bill.
- Plenty of opinion on the state—and the future—of both the economy and consumer credit.
- Word from guest speaker Robert W. Galvin that Motorola won't be back in color television "this year or next."

The Douglas bill, which would require full disclosure of all hidden credit charges to consumers, drew hot fire from all sides.

Sears' Chairman Charles Kellstadt—perhaps the nation's leading merchant with 11,379,000 credit accounts totaling \$1,570,989,488—endorsed the theory of full disclosure, but saw it better accomplished "through the acts of states." The bill, he warned, threatens to turn merchants into bankers.

The nation's economy, too, drew close scrutiny from the bankers. An Olympian view came from Federal Reserve Board Governor M. S. Szymszak. "Whether the decline in installment credit continues," he

said, "will depend largely on changes in consumer demand, particularly for durable goods."

The long-range view was more specific: "Installment credit outstandings will increase by \$16 billion to \$20 billion during the next 10 to 12 years," said Edward J. Frey, chairman of the ABA's installment credit committee. And University of Michigan professor J. P. Wernette saw real income up 25% and the gross national product up 50% in the 1960s. Marring the picture, he said, will be two small recessions probably in 1964 and 1967.

Galvin dissected the electronics industry for the bankers. He saw Japanese electronics imports as a \$94 million chunk of a \$10 billion business in 1960. "That's far less than the estimates we've seen from some manufacturers and union leaders," he said. "We can bring in components (and Motorola does), but radio, TV and stereo will continue to be U. S. made."

Even volume production won't trim color TV prices, said Galvin. His position: Wait until color becomes a mass-market item—which may take four or five years.

WHO?

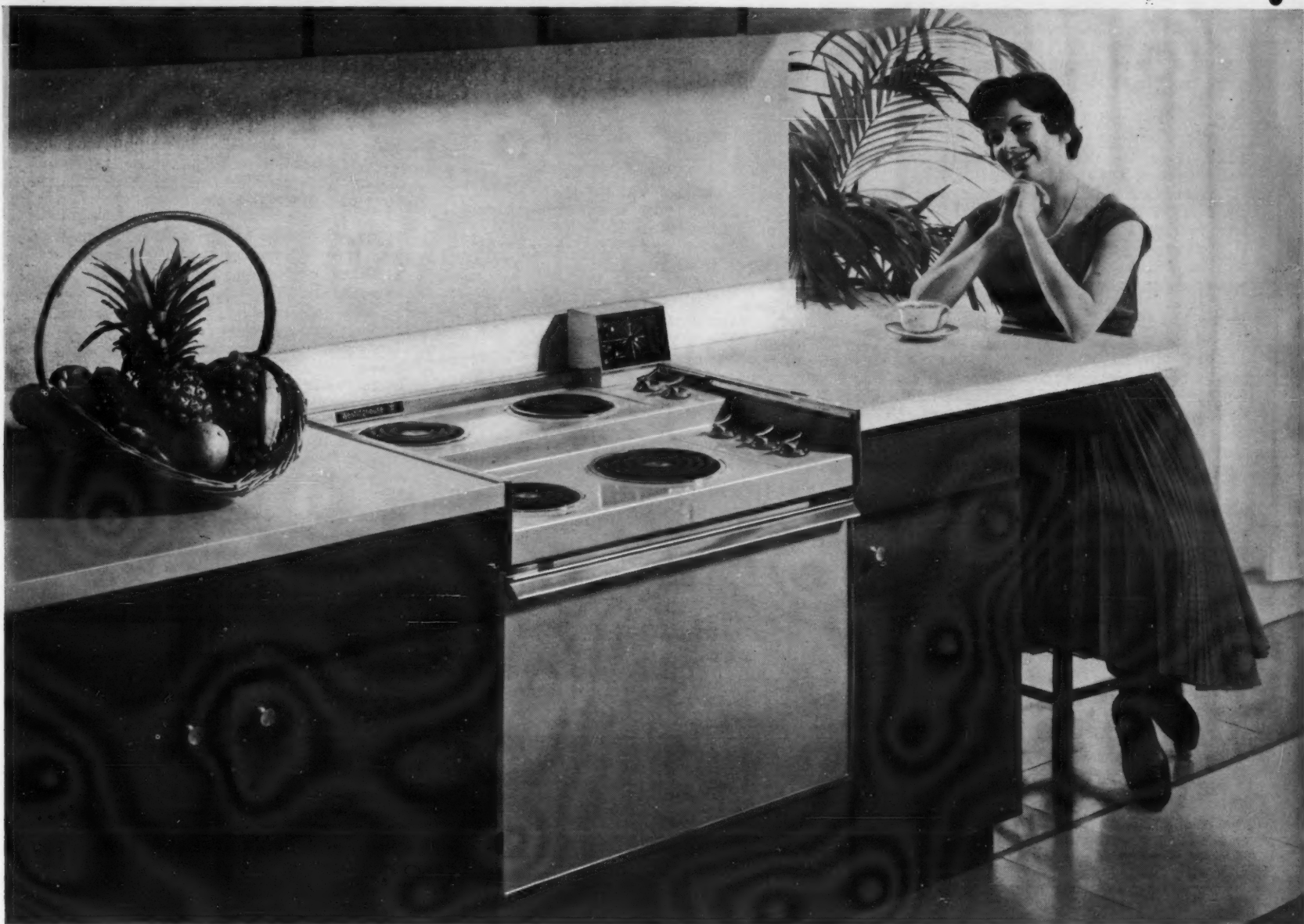
**...HAS THE MOST VALUABLE RETAIL
FRANCHISE IN THE APPLIANCE INDUSTRY**

...is represented at the factory by a Dealer Council, active appliance dealers who consult and advise in matters affecting dealers

...has the backing (in writing) of a billion dollar corporation — in a joint pledge of quality, honesty, and fairness to his community

...speaks directly to millions of prospects on network television — paid for by a company that advertises its dealers...not just itself

...sells a Range with the unique features of Terrace-Top 30



* The split-level Terrace-Top 30 platform offers convenience not found in any other range. Long-time surface cooking operations can be done on the higher rear level, out of the way. Foods requiring mixing or stirring can be cooked on the lower front level, at more convenient working height. Controls are at side, away from units, away from heat. Automatic and non-automatic models available. For details on the industry's most valuable franchise, call your Westinghouse Distributor . . . or write Dealer Development Dept., Mansfield, Ohio. *You can be sure . . . if it's Westinghouse.*

YOU!



WHEN YOU'RE A **Westinghouse dealer**

YOUR personal BUSINESS

What would you like to see invented? McGraw-Hill's economics consultant Dexter Keezer took a survey of company employees. Here're some of the answers he got: Automatic bed maker; gadget to pre-heat auto steering wheel in winter; home dry cleaner unit that also presses clothes; sure cure for baldness; no-burp baby bottle nipple; Martini flavored Metrecal; non-alcoholic Martini; refrigerator which does not defrost just before drinking time; dwarf grass—not over one inch high; escape-proof container for eight-month-old baby; device to wash both sides of windows at once; really portable TV sets.

▲ ▲ ▲

Here's another Your Personal Business tax roundup, covering recent and newly applicable tax decisions, interpretations and regulations:

If you sell merchandise to your employees at a discount, the discount is income to them. But whether it's taxed or not is a different question. That depends on your discount policy and the amount of the discount. The Treasury says it will not tax a discount (1) if you allow generally all of your employees to buy at a discount and (2) the discounts are small. (In several recent cases, insurance and real estate salesmen were taxed on commission rebates which they received on their own purchases.)

You can reduce tax on your business income if you shift some of that income to members of your family. For instance, there's an obvious advantage in shifting income from your top bracket of, say, 50% to your son's bracket of 22%.

Another advantage: You can avoid estate tax on the value of the capital interests you transfer to your children. If you keep under the \$60,000 exemption and the \$6,000 annual exclusion for each donee (on gifts made by husband and wife), there is also no gift tax. Perhaps more important: You also avoid tax on buildup in value of capital which accumulates in the hands of your children.

How can you shift business income? By forming a family partnership or by making your family into stockholders of a corporation.

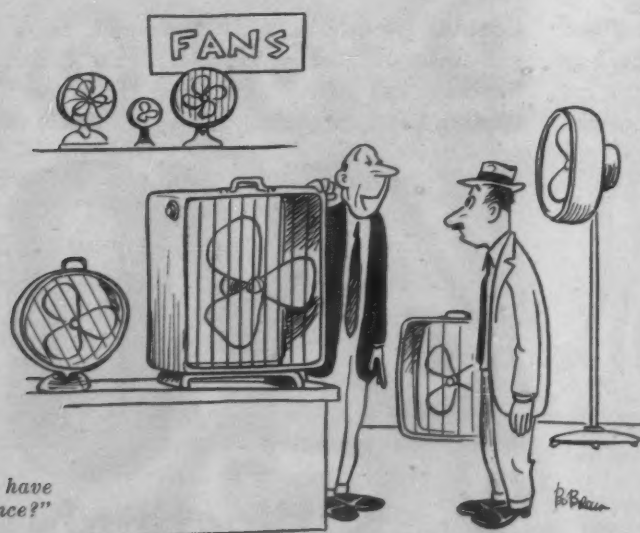
Generally speaking, a corporation in which stockholders elect to report income will be a better vehicle than a partnership for splitting income between family members. Why? In a corporation, you can shift income by giving or selling stock. But in a partnership it's much more difficult. It all depends on whether or not capital is a material income-producing factor in the business. If it is, a gift or sale of a partnership interest to a member of your family is effective. But in a service partnership, a mere gift of a partnership interest to a family member will not shift partnership income unless that member actually performs services for the partnership.

You don't have to pay tax on damages received from suits for personal injuries. And it doesn't make any difference whether you get the damage money from an insurance company or directly from the person you sued to recover for his negligence in causing your injury.

You can turn in your U.S. E bonds and get H bonds without having to pay tax on the increase in value of your E bonds since you bought them. However, this doesn't mean you can cash in your E bonds and reinvest the proceeds in the H bonds. If you do, you have to pay the tax on increased value of E bonds.

▲ ▲ ▲

Here's the perfect come-on for housewares sales—important with the bride-graduate-Mother's Day season fast approaching. Poppy Cannon has written "The Electric Epicure's Cookbook," a collection of exciting—and easy—concoctions you can whip up in your electric skillet, saucepan, fryer, pressure cooker, blender, ice crusher, and so forth. Published by Thomas Y. Crowell Co., New York, the just-out book sells for \$4.95.



"First, do you have wind insurance?"

IT ALL STARTED WHEN...

A Craftsman Sold U.S. On Clocks



In 1917, the Warren Telechron Co. introduced a synchronous electric clock, cased in wood about 11 inches square. The dial was similar to standard windup clocks found in just about every 20th Century home. But now the new marvel, electricity, put an end to the evening ritual of winding the clock.

The dealer, faced with merchandising the new electric clock, had the same problems 40 years ago that he has today. For that matter, selling clocks 150 years ago was not too unlike today's selling techniques, except the appliance dealer in the early 1800s went to his customers rather than opening a local store. Wooden clocks were sold door-to-door throughout the country by traveling peddlers. Although most of America's clocks were manufactured in Connecticut, they were sold in every state.

In the young clock-making industry, the most promising manufacturer was Chauncey Jerome. Not only a skilled craftsman, Jerome was also a born salesman. In 1820, for example, Jerome hit upon an idea that enabled his factory to sell more clocks than any other clockmaker in America. Since most wooden clocks of the day looked alike, Jerome decided to add a feature that would distinguish his product from all the rest. He added a mirror beside the clock's face. Mirrors were rare, and the idea of gazing into a mirror and learning the hour, too, was exciting.

Soon Jerome's factory was operating overtime manufacturing mirror-clocks. Then in the mid-1800s he ran into an obstacle. Some southern states objected to northern peddlers selling northern-made products. For a while, Jerome was stymied. Without traveling salesmen to sell his product, his profit picture looked dim. Then he found the answer: The assembly plant. Parts manufactured in Connecticut were shipped to Richmond, Va., where local people simply put them together. Many Southerners who never heard of standardization or interchangeable parts took pride in what they considered a locally manufactured product.

However, the wooden clock was not reliable. In damp, humid weather, parts warped. A clock rarely kept time for more than a year. And so in 1836, Jerome tried stamping brass parts the same way he produced those of wood. He was soon in the brass-clock business.

By stamping brass wheels and gears, he could produce a clock which retailed for \$1.50. However, when he tried to sell his brass clocks abroad, he ran into a problem. British custom inspectors were outraged that a Yankee would value his clock "so low." (A brass clock in England sold for almost five times Jerome's "valuation.") In order to "teach the Yankee a lesson," customs seized the goods at their declared value plus 10%. Thus, Jerome had his clocks confiscated and still made a larger profit than he had expected. His second shipment met with the same fate, and he was "punished" again by the customs officials.

As far as Chauncey Jerome was concerned, this method of doing business was fine. However, when the third shipment arrived in Liverpool, the British government washed its hands of American-made brass clocks.

ABOUT THE AUTHOR—The "story behind the product" has always fascinated Ben Leerburger, who as an assistant editor in McGraw-Hill's "Product Engineering," is in a unique position to pursue the subject. For some years now, he has written a widely read column of historical anecdotes for his own magazine. It makes such fascinating reading that EM WEEK has asked Leerburger to do a similar column for this page once a month.

ELECTRICAL MERCHANDISING WEEK

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MOWER SPEC SHEETS

IN THIS ISSUE, another EM WEEK exclusive—full tabulations of all the specifications of leading lines of power mowers. Turn to page 14 right now for complete listings.

MARCH 27, 1961

Power Mowers . . .

CONTINUED FROM PAGE 7

type rotaries (\$30 to \$100) suffered a 25% sales drop while the more costly self-propelled rotary (\$55 to \$155) sales climbed 26%. Self-propelled reel (\$69 to \$190) sales jumped—they were up 52%.

Consumers are going for the add-ons in a big way. Last year, one manufacturer reported that in the beginning of the year, 25% of the mowers he shipped were equipped with impulse starters. After four months he had to put the starters on all the mowers he sold.

Buyers and dealers claim that replacement sales account for the gains at the high end of the mower business. "If a potential customer once owned a low-ticket mower," a buyer explained, "the odds are that he'll step up when he buys a replacement. If his first machine was an expensive one, there's an equally good chance that he'll go for a rider."

What mowers will move this year? Rotary mowers (see chart on page 7) still grab the lion's share of the business; last year they accounted for a little better than 80% of the industry sales. Reels only took about 18% of the business in 1960, but that 18% represents a gain of 52% over 1959. This year reel sales should climb to 24% and rotaries should drop again (they've been falling since 1958) to around 76%. The drift away from the wide 24-inch and 26-inch rotaries to the smaller 20-inch to 22-inch units will continue.

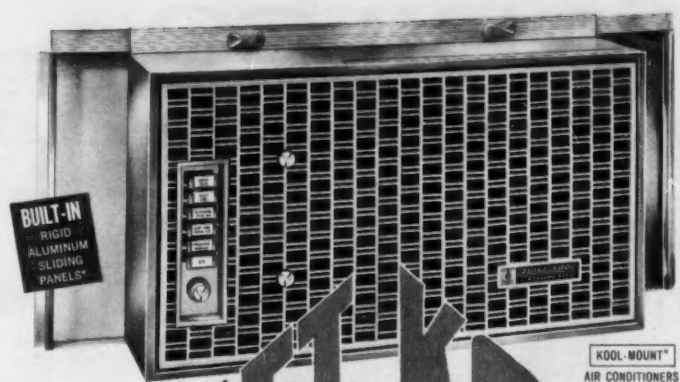
Regular mower lines for 1961 are about the same as they were last year. There has been a tendency on the part of manufacturers to add to their mower and lawn care accessory lines—tillers, mulchers, rollers, carts, lawn sweepers and grass catchers—but they did little with the mowers.

Garage-type lines are shorter this year. Industry figures indicate that promotional mower sales were way down last year generally and particularly in supers and drug chains. More marginal operators were forced out of the mower business in 1960 as the general shake out was hurried by the overall industry sales slump. The latest count puts the number of manufacturers still in business at about 110. Three years ago there were 283.

This year will be a safer year in spite of the fact that the industry's new safety standards won't be yet in force. When the standards were formed last year, the plan was to award a safety seal to every machine that met the standards. Manufacturers hoped that this would help eliminate some of the many mower accidents and avoid possible state legislation that might govern the sale or use of rotary mowers. At the same time, the standards and seal were expected to help clean up the industry from within.

Because some manufacturers were in production before the standards were introduced, the industry decided it would wait until next year before going through with the seal program.

But some mower makers have been able to meet the standards on this year's models and they're taking full advantage of the fact. One is stressing to distributors and retailers that his machine carries a tag on it stating that it meets the standards. The tag will be stressed as a product preference feature.



FIRST AND FINEST INSTANT INSTALLING AIR CONDITIONER

INSTALLS EASY AS 1 2 3
NO TOOLS NO HITS NO EXTRAS



Quiet Kool KOOL MOUNT—America's Largest-Selling Instant Installing Air Conditioner—available in all capacities, from 7,000 to 16,000 BTU's, including "power saver" 1 H.P., 115 volt, 7.5 amp. units . . . yet you can sell from just one model. Write, wire or phone your Emerson distributor today!

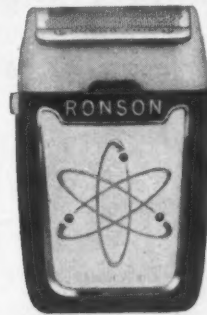
*Patent Pending on Sliding Side Panels

Quiet Kool.. Emerson Radio
JERSEY CITY 2, N. J.



Why did Ronson replace the shaver rated best?

The CFL shaver, as you know, was rated best for speed. For closeness. For comfort. But the CFL MARK II is even better. Its new multi-blade miracle cutter not only gives the cleanest, quickest shaves on earth—it talks. When it crackles, whiskers are coming off; when it hums, whiskers are gone. Mark II was born for demonstration. Promotion. Sales. And CFL MARK II introduces snap-in replacement blades and shaving screen (you sell them boxed in a set; the Ronson shaver stays "showcase new"). Suggested retail \$23.50. If you haven't seen it, attach this ad to your letterhead. Ronson will send you all the facts you need to add this profitable item. Appliance Product Manager, Ronson Corp., 1 Ronson Road, Woodbridge, N. J.



NEW RONSON CFL MARK II

PHILCO *Bendix*

Announces the World's Only

CERTIFIED 12 POUND 7-SHEET CAPACITY

2-SPEED, 4-CYCLE
FULLY PROGRAMMED
AUTOMATIC WASHER

TO SELL FOR...

New leader in Philco 5-model, 12 pound line!

Only two manufacturers offer 12 POUND CAPACITY!
But only Philco-Bendix offers you a full line—5 models
—with Certified 12 POUND CAPACITY that wash
7 sheets at once! Because only Philco has the
600X agitator that gives more useable tub space
for getting this big load really clean!

Customers will demand these larger capacity
machines. Yet, you can only offer them in
two major brands—and only Philco-Bendix
gives you a 2-speed, 4-cycle price leader, with
single knob control!—plus 4 sell-up models—
with Certified 12 POUND CAPACITY!

If you are interested in merchandising this 12-lb.
7-sheet capacity story—starting at \$199.95—now's the
time to ACT!

Spec sheets, full details, your red-hot deal are waiting for
you! Send coupon today, or call your Philco-Distributor.

PHILCO
 *Famous for Quality the World Over*



\$199⁹⁵

To Be Announced in
Sensational Nationwide Local Newspaper
"SHOWBOAT SHOWDOWN SALE"
PROMOTION

Tie-In Store Kits! Ad Mats!
Network Radio Spots!
THE WORKS!

PHILCO CORPORATION
Extension 5158-B
Tioga and "C" Streets, Philadelphia 34, Pa.

Gentlemen:
I am interested in the new Philco-Bendix Certified 12-
Pound Capacity—7-sheet Automatic Washer Line. Rush me
full information without obligation.

Dealer Firm Name _____

Store Address _____

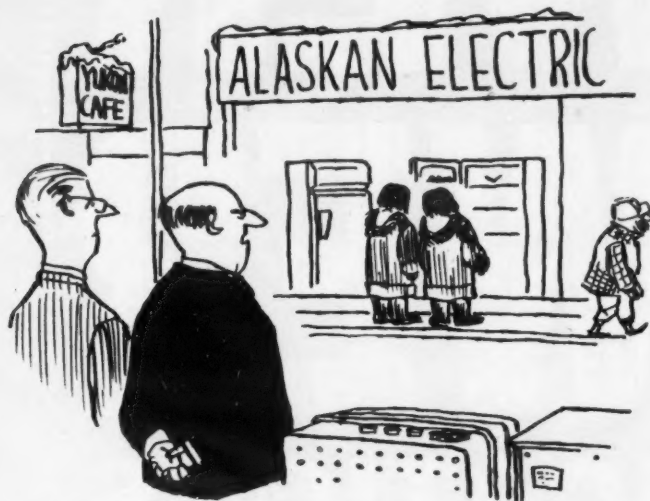
City & State _____

Attention: _____



Rodriguez LOOKS AT THE CLIENTELE

"There's my trade—you go sell them water softeners, humidifiers . . ."



"If you ask me, there are too many guys selling refrigerators to eskimos."



"You know, Benziger's going places in this business."



"Mr. Stein, this happens to be an upper class shopping center and we don't subscribe to that type of advertising . . ."



"The Pentagon is on the phone. They would appreciate it if we could tell them if Lieutenant Commander Freling is still aboard the Lexington or was he transferred to Newport News . . ."

COMPLETE 1961 POWER MOWER SPECIFICATIONS

Complete descriptions of the new lines from data supplied by manufacturers and tabulated exclusively by the editors of EM WEEK

The first in a monthly series of spec sheets prepared especially for retailers by the editors of EM WEEK.
Next month: Air conditioners

AN EM WEEK EXCLUSIVE: 1961 Power Mower Specifications

MODEL NO.	TYPE	ENGINE MAKE AND HORSE POWER	CYCLES	STARTER	CONTROLS	CUTTING HEIGHT	WIDTH	DECK	DRIVE OR TRANSMISSION	SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	RETAIL PRICE
Atlas Tool & Mfg. Co., 5147 Natural Bridge Blvd., St. Louis 15, Mo. (Atlas-Aire)															
C20	Rotary	2.5HP Clinton	2	Recoil	n	1" - 2-1/2"	19"	Steel	n	n	1	n	Red & White	42	\$ 44.95
A20	Rotary	2HP B&S	4	Recoil	Choke-A-Matic	1" - 2-1/2"	19"	Steel	n	n	1	n		46	54.95
B20	Rotary	2HP B&S	4	Impulse	Starter; Choke	1" - 2-1/2"	19"	Steel	n	n	1	n		56	65.95
A22	Rotary	2.5HP B&S	4	Recoil	Choke	1" - 2-1/2"	21"	Steel	n	n	1	n		54	58.00
B22	Rotary	3HP B&S	4	Impulse	Starter; Choke	1-1/4" - 2-3/4"	21"	Steel	n	n	1	n	Red & White	60	69.95
SP22	Self-Propelled Rotary	3HP B&S	4	Impulse	Starter; Choke	1-1/4" - 2-3/4"	21"	Steel	Belt	n	1	n		69	84.95
A25	Rotary	3HP B&S	4	Recoil	Choke	1-1/4" - 2-3/4"	21"	Steel	n	n	1	n		59	59.95
718R	Reel	2HP B&S	4	Recoil	Choke	1-1/2" - 3"	18"	Steel	Chain	n	5	n		101	99.00
721R	Reel	2HP B&S	4	Recoil	Choke	n	21"	Steel	Chain	n	5	n		108	n
ARR-24	Rotary Rider	4.5HP Clinton	n	n	n	n	n	n	Semi-auto	4FWD, Neutral, Rev	n	n		n	n
Acce Power Products Div., American Chain & Cable Co., Inc., Stevensboro, Exeter, Pa.															
8203A-2	Rotary			Wind-Up	Handle: Throttle		20"	Aluminum	n	n			Gold & White	68	\$ 93.95
8223A-2	Rotary			Wind-Up	Handle: Throttle		22"	Aluminum	n	n			Gold & White	75	104.95
82235A-2	Self-Propelled Rotary			Wind-Up	Handle: Transmission, Throttle		22"	Aluminum	Automotive	n			Gold & White	85	145.95
720A-2	Rotary			Recoil	Handle: Throttle	1" - 3"	20"		n	n			Gold	60	73.95
7203-2	Rotary			Wind-Up	Handle: Throttle		20"		n	n			Gold	60	76.95
722A-2	Rotary	Acco Dyna-Pak	4	Recoil	Handle: Throttle		22"		n	n	1		Gold	62	81.95
7223-2	Rotary	Built By Tecumseh		Wind-Up	Handle: Throttle		22"	Steel	n	n		Gas & Oil Gauges	Gold	62	84.95
7225A-2	Self-Propelled Rotary			Recoil	Handle: Clutch, Throttle		22"		Friction Drive	n			Gold	83	97.95
71243A-2	Rotary Rider			Wind-Up	Handle: Transmission, Clutch, Throttle		24"		Automotive	FWD, Neutral, Rev			Gold & White	218	259.95
4018-2	Reel			Recoil	Handle: Clutch, Throttle	1-1/4" - 3-3/4"	18"		Chain	n	5		Gold & White	113	129.95
40183-2	Reel			Wind-Up	Handle: Clutch, Throttle	1-1/4" - 1-3/8"	18"		Chain	n	5		Gold & White	113	134.95
40213-2	Reel			Wind-Up	Handle: Clutch, Throttle	3-4" - 2"	21"		Chain	n	5		Gold & White	120	145.95
40243-2	Reel			Wind-Up	Handle: Clutch, Throttle	3-4" - 2"	24"		Chain	n	5		Gold & White	145	156.95
Cooper Mfg. Co., 409 - 411 S. First Avenue Marshall Town, Iowa															
Aladdin	Rotary	2HP B&S			Handle: Chokomatic	1-1/2" - 3"	19"	Steel	n	n	1	Impulse Starter	Red	*63	\$ 97.50
Aladdin	Rotary	2.5HP B&S				1-1/2" - 3"	21"	Steel	n	n	1	Impulse Starter	Red	*75	107.50
Cyclomo	Rotary	2HP B&S				1-1/2" - 3"	18"	Aluminum	n	n	1	Impulse Starter	Green	*57	92.50
Cyclomo	Rotary	2.5HP B&S		Recoil		1-1/2" - 3"	20"	Aluminum	n	n	1	Impulse Starter	Green	*67	102.50
Klipper	Self-Propelled Reel	2.5HP B&S	4		Handle: Chokomatic, Clutch	1-1/2" - 2-3/4"	18"	Steel	Chain	n	5	n	Red	*101	130.00
Klipper	Self-Propelled Reel	3HP B&S				1-1/2" - 2-3/4"	20"	Steel	Chain	n	5	n	Red	*109	144.50
Cyclomo	Self-Propelled Rotary	3HP B&S				1-1/2" - 3"	21"	Aluminum	V-Belt	n	1	Impulse Starter	Green	*109	154.50
Imperial	Self-Propelled Reel	3.1HP B&S		Rope	n	3-1/8" - 3"	27"	n	Direct	n	5	Sulky	Red	300	519.75
R-24	Rotary Rider	4.5HP Clinton	n		Base: Throttle, Clutch	1-1/2" - 4"	24"	Aluminum	Belt & Spur Gears	2FWD, Neutral, Rev	1	n	Green	180	\$299.50
SP-36	Self-Propelled Rotary	5.75HP B&S	n		Handle: Throttle, Clutch	1" - 4"	36"	Steel	Friction	n	2	n		284	338.50
SP-24	Self-Propelled Rotary	4HP Clinton	n		Handle: Throttle, Clutch	1" - 3"	24"		Friction	n		Impulse Starter		140	195.50
SP-22	Self-Propelled Rotary	3.25HP Clinton/3HP B&S	n		Handle: Throttle, Clutch	1" - 3"	22"		Friction	n		Impulse Starter		120	153.50
S-18	Rotary	2.25HP Clinton/2HP B&S	n		Handle: Throttle, Clutch	1" - 3"	18"		Belt	n		Disc Blade		80	93.50
S-22	Rotary	3.25HP Clinton	n	Recoil	Handle: Throttle	1" - 3"	22"	Aluminum	Belt	n		Impulse Starter	Red	79	96.00
SPV-21	Self-Propelled Rotary	3.25HP Clinton/3HP B&S	n		Handle: Throttle, Clutch	1" - 2-1/2"	21"		Direct	n	1	Impulse Starter		90	119.00
D0-22		3.25HP Clinton/3HP B&S	n			1" - 3"	22"		n	n		Impulse Starter		65	76.50
N-22		3HP B&S	n		n	1" - 3"	22"		n	n		Impulse Starter		79	89.50
P-22	Rotary	3HP B&S	4		n	1-1/4" - 3"	22"	Steel	n	n		n	Green	54	49.50
P-20		2HP Clinton/2HP Power Products	2	Rope	n	1" - 3"	20"	Steel	n	n		n	Green	51	39.00
BW-24		4HP Clinton	n	Recoil	n	n	24"	Aluminum	Belt	n		n	n	n	n
E-20	Rotary	2.5HP B&S	4	Impulse	Handle: Throttle, Ignition	1-1/8" - 3-1/8"	20"	Steel	n	n	1	Leaf Mulcher	White & Yellow	67	\$103.95
ZEPHYR	Rotary	2.5HP B&S	4	Impulse	Choke, Starter Release	1-1/2" - 2-3/4"	22"	Steel	n	n	1	Leaf Mulcher	White & Yellow	55	69.95
D-26	Rotary Rider	5.75HP B&S	4	Recoil	Choke, Starter Release	1-1/2" - 3-1/2"	26"	Steel	Automotive	2FWD, Neutral, 2Rev	1	Sunbrella	White & Yellow	225	384.95
Rocket Deluxe	Self-Propelled Reel	2HP B&S	4	Recoil	Handle: Combo (Throttle-Ignition-Choke), Clutch	3-4" - 1-1/2"	20"	Steel & Cast Iron	Gear	n	5	Grass Catcher	White & Yellow	125	155.95

*Shipping Weight

Durite Corp.,
Idola, Kansas

Eclipse Lawn Mower Co.,
Prophets Town, Ill.

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MODEL NO.	TYPE	ENGINE MAKE AND HORSE POWER	CYCLES	STARTER	CONTROLS	CUTTING HEIGHT	WIDTH	DECK	DRIVE OR TRANSMISSION	SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	RETAIL PRICE
R-22	Rotary	3HP B&S	4	Impulse	Handle: 2 Throttles, Starter	1-1/2" - 3-1/4"	22"	Steel	n	n	1	n	Blue & White	77	\$ 89.95
R-19	Rotary	3HP B&S	4	Impulse	Handle: 2 Throttles, Starter	1-1/2" - 3-1/4"	19"	Steel	n	n	1	n	Blue & White	n	84.95
RP-22	Self-Propelled Rotary	3HP B&S	4	Impulse	Handle: Combo (Choke, Throttle Stop)	1" - 3"	22"	Aluminum	Belt	n	n	n	Blue & White	n	114.95
RP-22R	Self-Propelled Rotary	3HP B&S	4	Recoil	Handle: Combo (Choke, Throttle Stop)	1" - 3"	22"	Aluminum	Belt	n	n	n	Blue & White	n	104.95
R22-101A	Rotary	n B&S	4	Electric	n	n	22"	n	n	n	5	n	Blue & White	n	104.95
821R	Reel	n B&S	4	Recoil	n	n	21"	n	n	n	n	n	Blue	n	134.95
BP-21	Self-Propelled Rotary	3.5HP Clinton	4	Recoil	n	n	21"	n	n	n	n	Sully	Orange & White	n	139.95
BP-500	Self-Propelled Rotary	3.75HP Clinton	4	Recoil	n	n	25"	Steel	n	n	n	Sully	Orange & White	n	169.95
HP-500	Self-Propelled Rotary	4.5HP Clinton	4	Recoil	n	n	25"	n	n	n	n	n	Orange & White	n	289.95
B2400	Rotary Rider	4.5HP Clinton	4	Recoil	n	1" - 3"	24"	Steel	Gear	n	1	n	Orange & White	248 1/2	319.95
RR-22	Rotary Rider	n B&S	4	Recoil	n	1" - 3"	22"	Steel	Gear	FWD, Neutral, Rev	1	n	Blue & White	127 1/2	159.95
PR-205	2.5HP Power Products	2HP	2	Recoil	Handle: Combo (Stop-Choke, Throttle)	n	20"	n	n	n	n	n	Blue	*55	n
PR-201	2HP	3HP	2	Recoil	n	n	20"	n	n	n	n	n	Blue	*56	n
PR-223	3HP	3HP	2	Recoil	n	n	22"	n	n	n	n	n	Blue	*61	n
PR-243	Rotary	3HP	2	Recoil	n	n	24"	n	n	n	n	n	Blue	*63	n
GS-212	2HP	3HP	2	Wind-Up	n	1" - 2-9/16"	21"	n	n	n	n	n	Copper	*59	n
GS-234	3HP	3HP	2	Wind-Up	Handle: Combo (Stop-Choke, Throttle)	1" - 2-9/16"	23"	n	n	n	n	n	Copper	*64	\$59.95
GS-254	3HP	3HP	2	Wind-Up	n	1" - 2-9/16"	25"	n	n	n	n	n	Copper	*69	n
SP-211	Self-Propelled Rotary	2HP	2	Recoil	Handle: Combo & Starter Release	n	21"	n	Friction	n	n	n	Copper	*69	n
SP-253	Self-Propelled Rotary	3HP	2	Recoil	Handle: Combo & Starter Release	n	25"	n	Friction	n	n	n	Copper	*76	64.95
SN-551	2HP	3HP	2	Recoil	n	n	20"	n	n	n	n	n	n	*59	63.95
SN-552	2HP	3HP	2	Wind-Up	Handle: Combo & Starter Release	n	20"	n	n	n	n	n	n	*62	66.95
SN-663	3HP	3HP	2	Recoil	Handle: Combo & Starter Release	n	22"	n	n	n	1	n	n	*63	66.69
SN-664	3HP	3HP	2	Wind-Up	Handle: Combo & Starter Release	n	22"	n	n	n	n	n	n	*68	69.95
SN-993	3HP	3HP	2	Recoil	Handle: Combo & Starter Release	n	24"	n	n	n	n	n	n	*65	68.95
SN-994	3HP	3HP	4	Wind-Up	Handle: Combo & Starter Release	n	24"	Steel	n	n	n	n	n	*70	72.95
T-201	Rotary	2HP	4	Recoil	Handle: Combo	n	20"	n	n	n	n	n	n	*69	n
T-202	2HP	2HP	4	Wind-Up	Handle: Combo & Starter Release	1" - 2-9/16"	20"	n	n	n	n	n	n	*72	77.95
T-223	3HP	3HP	4	Recoil	Handle: Combo	n	22"	n	n	n	n	n	n	*72	n
T-224	3HP	3HP	4	Wind-Up	Handle: Combo & Starter Release	n	22"	n	n	n	n	n	n	*77	82.95
T-243	3HP	3HP	4	Recoil	Handle: Combo	n	24"	n	n	n	n	n	n	*74	n
T-244	3HP	3HP	4	Recoil	Handle: Combo & Starter Release	n	24"	n	n	n	n	n	n	*79	87.95
SP-202	Self-Propelled Rotary	2HP	4	Recoil	Handle: Combo & Starter Release	n	20"	n	Friction	n	n	n	n	*80	n
SP-224	Self-Propelled Rotary	3HP	4	Recoil	Handle: Combo & Starter Release	n	22"	n	Friction	n	n	n	n	*84	n
SP-244	Self-Propelled Rotary	3HP	4	Wind-Up	Handle: Combo & Starter Release	n	24"	n	Friction	n	n	n	n	*87	n
RL-186	Self-Propelled Reel	2HP	4	Recoil	Handle: Combo, Clutch	1/2" - 2"	18"	n	Chain	n	5	n	n	*87	n
RL-216	Self-Propelled Reel	2HP	4	Recoil	Handle: Combo, Clutch	1/2" - 2"	21"	n	Chain	n	5	n	n	*93	n
RL-248	Self-Propelled Reel	3HP	4	Recoil	Handle: Throttle, Clutch	1/2" - 2"	24"	n	Chain	n	5	n	n	*144	n
RR-249	Reel Rider	3HP	4	Recoil	Seat: Clutch, Throttle	1/2" - 2"	24"	n	Chain	n	5	n	n	*155	n
15G	3.5HP Goodall-Lauson	3HP B&S	4	Recoil	Handle: Throttle	1" - 3"	19"	n	n	n	n	Impulse Starter	n	*70	\$122.00
19B	3HP B&S	3.5HP Goodall-Lauson	4	Impulse	n	1" - 3"	19"	n	n	n	n	Grass Catcher	n	*62	92.00
20G	Rotary	3.5HP Goodall-Lauson	4	Recoil	n	1" - 3-3/4"	20"	n	n	n	1	Impulse Starter	n	*75	132.00
21G	3.5HP Goodall-Lauson	3HP B&S	4	Recoil	n	1" - 3"	21"	Aluminum	n	n	n	Impulse Starter	Green & Yellow	*75	132.00
21B	3HP B&S	3HP B&S	4	Impulse	Handle: Throttle	1" - 3"	21"	n	n	n	n	Grass Catcher	n	*67	102.00
32B	3HP B&S	3HP B&S	4	Impulse	1-1/2" - 3-3/8"	32"	32"	n	V-Belt	n	3	Grass Catcher	n	*93	155.00
22LP	4.5HP Lauson	3HP B&S	4	Recoil	1" - 3"	22"	Steel	n	Gear	n	1	Impulse Str Sully	n	*172	275.00
24BP	Self-Propelled Rotary	3HP B&S	4	Recoil	5/8" - 2-5/8"	24"	Aluminum	n	n	n	1	Grass Catcher	Yellow & Orange	*83	105.00
32LP	4.5HP Lauson	7HP B&S or Wisconsin	4	Recoil	1" - 3"	32"	Steel	n	Gear	n	3	Impulse Str Sully	Green & Yellow	*186	350.00
26WP	7HP Kohler	5.5HP Lauson	4	Rope	Handle: Throttle, Drive Clutch	1" - 4"	26"	Steel	Variable Spd. Pulley	3FWD, Neutral, Rev	1	Sully	Green & Yellow	*369	575.00
36LR	Rotary Rider	5.5HP Lauson	4	Recoil	Side Lever Clutch	1-1/4" - 3"	36"	Steel	Variable Spd. Pulley	3FWD, Neutral, Rev	3	n	Yellow & Green	*410/400	650.00

Falls Products, Inc.,
Gales, Illinois
(Roto-Clipper, Bantam)

General Mower Corp.,
3335 Princess Anne Rd.,
Norfolk 2, Va.
(Gamsa, Goldstreak, Saart)

Goodall Mfg. Co.,
3300 Fifth St. N.E.,
Minneapolis 10, Minn.
and Waukesha, Wis.

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MODEL NO.	TYPE	ENGINE MAKE AND HORSE POWER	CYCLES	STARTER	CONTROLS	CUTTING HEIGHT	WIDTH	DECK	DRIVE OR TRANSMISSION	SPEEDS TRANSMISSION	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	RETAIL PRICE
Goodall Mfg. Co. (Cont'd) *Shipping Weight															
30LR	Reel Rider	7HP Kohler 5.5HP Lauson	4	Recoil	Side Lever Clutch	1 1/2" - 2"	30"	Steel	Variable Spd. Pulley	3FWD, Neutral, Rev	n	n	Yellow & Green	*410/380	\$655.00 540.00
Attach to	Rotary Rider or Walking	n			Handle: Gear	n	30"		Automotive	2FWD, Neutral, 2Rev	2			300	n
6.6HP	Bell Rider or Walking	n			Handle: Car	n	30"		Automotive	2FWD, Neutral, 2Rev	2			300	n
"L" Trac	Gang Rider or Walking	n			Handle: Gear	n	75"		Automotive	2FWD, Neutral, 2Rev	2	Electric Starter		300	n
70	Sickle Rider or Walking	n	4	Pull-Strap	Handle: Gear	n	42"	Steel	Automotive	2FWD, Neutral, 2Rev	2		Red	300	n
35	Gang Rotary Rider	n			Wheel: Gear, Engager	n	70"		Belt & Chain	1FWD	4			890	n
24	Gang Rotary Rider	n			n	n	35"		Belt & Chain	n	2			n	n
20	Rotary Rider	n			n	n	24"		Belt & Chain	n	1			n	n
A2C199	Self-Propelled Rotary	n			n	n	20"	Aluminum	Belt & Chain	n	1			n	n
A4C199		2.5HP Power Products	2	Rope	n	1" - 2 1/2"	19"		n	n				46	\$ 39.95
A4C299	Rotary	2HP		Recoil	Handle: Combo (Choke-Run-Stop)	1" - 2 1/2"	19"		n	n				50	54.95
A229-I		2.5HP		Recoil	Handle: Combo (Choke-Run-Stop)	1" - 2 1/2"	22"		n	n				52	64.95
A249		2.5HP		Impulse	Handle: Combo (Choke-Run-Stop)	1" - 3"	22"	Steel	n	n				59	74.95
A2161-I	Self-Propelled Rotary	3HP		Recoil	Handle: Combo (Choke-Run-Stop)	1" - 2 1/2"	24"		n	n				65	69.95
A1909-I	Rotary	2.5HP B&S			Handle: Combo, Clutch	1" - 2 1/2"	22"		Gears & Belt	n	1			70	89.95
A2209-I	Rotary	3HP	4	Impulse	Handle: Combo	1" - 3"	19"		n	n				62	84.95
A700-I	Self-Propelled Rotary	3HP			Handle: Combo	1" - 3"	22"	Aluminum	Gears & Belt	n			Blue	65	94.95
A911-I	Rotary Rider	5.5HP Lauson		Recoil		1 1/2" - 3"	21"		Gears & Chain	2FWD, Neutral, 2Rev				89	159.95
A911	Rotary Rider	4.5HP Clinton		Recoil		1 1/2" - 3"	24"		Gears & Chain	2FWD, Neutral, 2Rev				200	349.50
A918	Self-Propelled Reel	2HP B&S		Recoil	Handle: Combo, Clutch	3/4" - 1 3/4"	18"	Steel & Cast Iron	Belt & Chain	n	5			195	299.50
A921-I	Self-Propelled Reel	2.5HP B&S		Impulse		3/4" - 1 3/4"	21"	Steel & Cast Iron	Belt & Chain	n	5			100	104.95
A924-I	Self-Propelled Reel	3HP B&S		Impulse		3/4" - 1 3/4"	24"	Steel & Cast Iron	Belt & Chain	n	5			109	124.95
182	Rotary - Reel	3HP B&S	4	Recoil		3/4" - 2"	18"	Aluminum	n	n	30	Leaf Mulcher	Green & White	60	\$109.50
184	Rotary - Reel	3HP B&S	4	Recoil		3/4" - 2"	18"	Aluminum	n	n	30	Leaf Mulcher	Green & White	60	119.50
202	Rotary - Reel	3HP B&S	4	Recoil		3/4" - 2"	20"	Aluminum	n	n	33	Leaf Mulcher	Green & White	60	119.50
18T	Renovator	3HP B&S	4	Recoil		n	18"	Aluminum	n	n	15	n	Green & White	60	144.50
Yard Trac	Rotary Rider	4.5HP Lauson			Gearshift, Choke, Starter, Throttle	1 5/8" - 3 5/8"	24"		Power-Disc	4FWD, Neutral, Rev	1	Impl. or Elec. Str		250	\$329.50
Mower Car	Rotary Rider	6HP Lauson			Throttle	1 1/2" - 3"	26"		Power-Disc	3FWD, Neutral, Rev	1	Electric Starter		300	449.50
Garden Trac	Rotary Rider	5.75HP		Recoil	Gearshift, Choke, Starter, Throttle	1 1/2" - 3 1/2"	32"	Steel	Automotive	3FWD, Neutral, Rev	2	Electric Starter		340	569.00
P20-2	Rotary	2HP			Handle: Throttle	n	20"		n	n		Height Adjuster	Blue & White	58	59.00
P22-3	Rotary	3HP	4		Handle: Throttle	n	22"		n	n		Height Adjuster		66	74.95
PA21-3	Rotary	3HP B&S		Impulse	Handle: Combo (Choke-Run-Stop)	1" - 3"	21"	Aluminum	n	n	1	Height Adjuster		70	99.95
SP22-3	Self-Propelled Rotary	3HP		Impulse	Starter Release	n	22"	Steel	Belt	n		Height Adjuster		73	99.95
SPA24-3	Self-Propelled Rotary	3HP		Impulse	Handle: Combo	n	24"	Aluminum	Chain & Gear	n		Grass Catcher		108	159.95
SPR20-2	Self-Propelled Reel	2HP		Recoil	Handle: Throttle	1 1/2" - 2"	20"	n	Chain & Gear	n	5			73	114.95
18T*		.5HP Delco	n	Push-Butt.	n	n	18"		n	n				62	\$ 79.95
4407		2.5HP			Handle: Combo (Start-Stop-Choke-Run), Throttle	n	20"		n	n				61	87.95
4427		3HP			Handle: Combo (Start-Stop-Choke-Run), Throttle	1" - 3"	22"		n	n				69	92.50
4406	Rotary	2HP			Handle: Combo	n	20"	Steel	n	n	1		Flame Turquoise	58	Promo
4426		2.5HP B&S	4	Impulse	Handle: Combo	n	22"		n	n				66	Promo
4408		3HP			Handle: Throttle, Clutch	1 1/2" - 3 1/2"	20"		n	n				65	104.95
4428		3HP			Handle: Throttle, Clutch	1 1/2" - 3 1/2"	22"		n	n				75	109.95
4448		3HP			Handle: Throttle, Clutch	1 1/2" - 3 1/2"	24"		n	n				81	112.95

*Electric

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Imperial Specialties Co., Union City, Ind.															
B4822D	Self-Propelled Rotary	3HP B&S	4	Impulse	Handle: Combo (Stop-Run-Choke)	1-1/2" - 3"	22"	Aluminum	Belt	n	1	n	Coppertone	72	\$ 99.95
B4122D	Rotary	3HP B&S	4	Impulse	Handle: Combo (Stop-Run-Choke)	1-1/2" - 3"	22"	Aluminum	n	n	1	n	Coppertone	65	84.95
S622D	Rotary	3HP B&S	4	Impulse	Handle: Combo (Stop-Run-Choke)	1-1/2" - 3"	22"	Steel	n	n	1	n	Coppertone	65	79.95
S52D	Rotary	2HP B&S	4	Recoil	Handle: Combo (Stop-Run-Choke)	1-1/2" - 3"	20"	Steel	n	n	1	n	Coppertone	50	59.95
42D	2.25HP Jacobsen		2		Handle: Combo (Choke-Stop-Run), Clutch	1/2" - 3"	18"	Steel	Belt & Chain	n		Grass Catcher		79	\$129.95
64D	2HP B&S		4		Combo (Choke-Stop-Run), Clutch	1/2" - 3"	18"	Steel	Belt & Chain	n		Grass Catcher		81	109.95
66D	2HP B&S		4		Combo (Choke-Stop-Run), Clutch	1/2" - 3"	21"	Steel	Belt & Chain	n		Grass Catcher		91	139.95
2D	2.25HP Jacobsen		2		n	5/8" - 1-1/2"	21"	Iron	Automotive	n		n		128	174.95
12A	3HP Jacobsen		2		n	5/8" - 2-5/8"	26"	Iron	Automotive	n		Sulky or Rider		194	379.00
73C21	2HP B&S		4	Auto Rewind	n	1/2" - 1-1/2"	21"	Steel	Belt	n	6	n		110	174.95
28F	2.25HP Jacobsen		2		n	5/8" - 1-1/2"	21"	Steel	Automotive	n	6	Sulky		150	249.95
8A	3HP Jacobsen		2		n	5/16" - 1-1/2"	26"	Aluminum	Belt & Chain	n	6	Sulky or Rider		218	415.00
8B	3HP Jacobsen		2		n	5/16" - 1-1/2"	26"	Aluminum	Belt & Chain	n	6	Sulky or Rider		242	425.00
45	4.25HP Clinton		4		n	1-1/2" - 3-1/2"	26"	Steel	Chain	n	1	Electric Starter		306	439.50
34C	2.25HP Jacobsen		2		Engine Panel: Combo, Throttle	3/4" - 2-3/4"	18"	Aluminum	n	n				58	99.95
39C	3HP Jacobsen		2	Auto Spring Rewind	Engine Panel: Combo, Throttle		21"	Aluminum	n	n			Orange & White	71	119.95
35E	Self-Propelled Rotary	3HP Jacobsen	2	Auto Spring Rewind	Handle: Combo, Clutch		21"	Aluminum	Belt	n				86	169.95
83B20	Rotary	2.5HP B&S	4	Auto Rewind	Handle: Combo	1" - 3"	20"	Aluminum	n	n	4	Grass Catcher		68	89.95
83B22	Rotary	3HP B&S	4	Impulse	Handle: Combo		22"		n	n				76	n
81B	Self-Propelled Rotary	3HP B&S	4	Impulse	Handle: Combo, Clutch		22"		Belt	n				91	n
8824	High Wheel Rotary	4.25HP Jacobsen	2	Auto Rewind	Handle: Combo, Clutch	1-1/2" - 4-1/4"	24"		Belt & Chain	n	1	Leaf Mulcher		122	224.50
88422	High Wheel Rotary	3HP Jacobsen	2	Auto Rewind	Handle: Combo	1-1/2" - 4-1/4"	22"	Steel	Belt & Chain	n	1	Leaf Mulcher		112	184.50
8824	High Wheel Rotary	4.25HP Jacobsen	2	Auto Rewind	Handle: Combo	1-1/2" - 4-1/4"	24"		Belt & Chain	n	1	Leaf Mulcher		168	289.50
34	Rotary Rider	9HP n	4	Rope	n	1-1/2" - 3-1/2"	34"		n	n	n	Electric Starter		578	n
37	Rotary Rider	9HP n	4	Rope	n	1-1/4" - 3-1/4"	37"		n	n	n	Electric Starter		605	n
48	Rotary Rider	9HP n	4	Rope	n	1-1/4" - 3-1/4"	48"		n	n	n	Electric Starter		698	n
17A	Self-Propelled Reel	6HP n	4	Rope	n	1-1/2" - 2-1/2"	30"	n	Friction & Belt	n	6	Electric Starter		374	n
75A	Rotary	2.25HP Jacobsen	n	Auto Rewind	n	1" - 3"	18"	n	n	n	4	n		61	n
1-101	2.5HP Clinton			Recoil			20"		n	n				45	n
1-102	2.5HP			Impulse			20"		n	n				n	n
1-103	2.5HP			Recoil			22"		n	n				51	n
1-104	3HP			Impulse	Handle: Combo (Choke-Stop-Run-Start)	1" - 3"	22"	Steel	n	n	1	n		n	n
LW-208	3HP B&S		4	Impulse			24"		n	n			Turquoise & White	62	n
1-200	Self-Propelled Rotary	3HP		Impulse			22"		n	n				57	n
LW-210	Self-Propelled Rotary	3HP		Impulse			24"		n	n				65	n
1-300	Rotary Rider	3.25HP Clinton		Recoil	n	1-3/4" - 3-1/4"	24"	n	Automotive	FWD, Neutral, Rev	n	n		140	n
1-400	Reel	2HP B&S		Recoil	n	1/2" - 3-1/2"	18"	n	n	n	5	n		83	n
1-401	Reel	2HP B&S		Recoil	n	1/2" - 3-1/2"	21"	n	n	n	5	n		87	n
808	Rotary	2.5HP B&S		Impulse	Handle: Throttle	1" - 3"	21"	Aluminum	n	n	2	n	Green	73	\$ 94.50
R1200	Rotary Rider	4.5HP Clinton		Recoil	Engine: Throttle	1" - 3"	24"		Chain	FWD, Neutral, Rev	1	Impulse Starter	Green	138	199.95
B200C	Rotary	3HP B&S		Recoil	Handle: Throttle	1" - 3"	20"		Belt	n	2	n	Green & Red	80	89.50
B400C	Rotary	3.5HP Clinton		Recoil	Handle: Throttle	1" - 3"	22"		Belt	n	2	n	Green & Red	90	99.50
B3400C	Rotary & Sulky	5.5HP Lauson	4	Recoil	Handle: Clutch, Gear Shift Blade Release, Throttle	1" - 4"	33"	Steel	Automot. & Chain	2FWD, Neutral, 2Rev	6	n	Green	225	295.00
2000-61	Rotary	2.5HP B&S		Impulse	Handle: Throttle	1" - 3"	20"		n	n	1	n	Green	57	64.95
2200-61	Rotary	2.5HP B&S		Impulse	Handle: Throttle	1" - 3"	22"		n	n	1	n	Green	61	69.95
2299-9	Self-Propelled Rotary	3HP B&S		Impulse	Handle: Throttle, Self-Propelled	1" - 3"	22"	Aluminum	n	n	1	n	Green	68	89.95
L18540*	Rotary	.5HP Energy Cell	n	Elec. Push Button	n	1-1/4" - 2-1/2"	18"	Steel	n	n	1	n	Red & White	78	\$129.95
L18040*	Rotary	.5HP Energy Cell	n	Elec. Push Button	n	1-1/4" - 2-1/2"	18"	Steel	n	n	1	n	Red & White	82	159.95
LECTRA LAMMERS CORP., West Point, Pa.															
The Lawnmaster Co., 610 S. "B" Street Richmond, Indiana															
Lady Lay Lawn Mower Co., Inc., 1315 W. 8th Street Kansas City, Mo.															

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MODEL NO.	TYPE	ENGINE MAKE AND HORSE POWER	CYCLES	STARTER	CONTROLS	CUTTING HEIGHT	WIDTH	DECK	DRIVE OR TRANSMISSION	SPEEDS TRANSMISSION	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	RETAIL PRICE
Lectro Lawnstar Corp. (Cont'd) *Powered by Rechargeable Energy Cell M. Leber & Assoc. 7 Central Park West New York 23, New York															
121R40*	Self-Propelled Reel	.5HP Energy Cell	n	Elec. Push Button	n	1-1/4" - 2-1/2"	21"	Steel	Direct Chain	n	5	n	Red & White	146	\$199.00
IDF1425	↑	3HP	↑	Impulse	↑	n	25"	↑	n	n	↑	n	n	n	n
IDF1422	↑	2.5HP	↑	Impulse	↑	n	22"	↑	n	n	↑	n	n	n	n
DFP1425	↑	3HP	↑	↑	↑	n	25"	↑	n	n	↑	n	n	n	n
DFP1422	Rotary	2.5HP B&S	4	↑	Handle: Auto Off, Start	n	22"	Steel	n	n	1	n	n	n	n
D1425	↑	3HP	↑	Recoil	↑	n	25"	↑	n	n	↑	n	n	n	n
D1422	↑	2.5HP	↑	↑	↑	n	22"	↑	n	n	↑	n	n	n	n
S1425	↑	3HP	↑	↑	↑	n	25"	↑	n	n	↑	n	n	n	n
S1422	↑	2.5HP	↑	↑	↑	n	22"	↑	n	n	↑	n	n	n	n
McBarnett Power Engr. Inc. McHenry, Ill. (Shaper)															
21G	Rotary	3HP B&S	4	Recoil	Handle: Throttle	1" - 3"	21"	Steel	n	n	3	n	Red	55	\$85.00
21GSP	Self-Propelled Rotary	3HP B&S	4	Recoil	Handle: Throttle	1" - 3"	21"	Steel	Worm Gear	n	3	n	Red	90	\$139.50
ST22	Self-Propelled Rotary	3HP B&S	4	Recoil	Handle: Gear Shift, Throttle	1-1/4" - 3-1/2"	22"	Steel	Automotive	n	3	Sulky	Green	130	\$215.00
ST27RM	Rotary Rider	5.75HP B&S	4	Recoil	n	1-1/4" - 3-1/2"	27"	Steel	Automotive	n	3	n	Green	350	\$399.50
MJ-4B	High Wheel Rotary	3HP B&S	↑	↑	n	1" - 3-1/2"	20"	↑	V-Belt & Sheaves	n	↑	Self-Propelled Unit	↑	98	\$149.95
MJ-4C	High Wheel Rotary	3HP Clinton	↑	↑	n	1" - 3-1/2"	20"	↑	V-Belt & Sheaves	n	↑	Self-Propelled Unit	↑	98	\$159.95
MP-5B	High Wheel Rotary	5.75HP B&S	↑	↑	n	n	24"	↑	V-Belt & Sheaves	n	↑	Self-Propelled Unit	↑	136	\$209.95
MP-5C	High Wheel Rotary	4HP Clinton	↑	↑	n	n	24"	↑	V-Belt & Sheaves	n	↑	Self-Propelled Unit	↑	136	\$209.95
MJ-4SP(B)	Self-Propelled High Wheel Rotary	3HP B&S	4	Recoil	n	1" - 3-1/2"	20"	Fiberglass	V-Belt & Sheaves	n	1	n	Red & White	113	\$209.95
MJ-4SP(C)	High Wheel Rotary	3HP Clinton	↑	↑	n	1" - 3-1/2"	20"	↑	V-Belt & Sheaves	n	↑	n	↑	113	\$219.95
MP-5SP(B)	High Wheel Rotary	5.75HP B&S	↑	↑	n	n	24"	↑	V-Belt & Sheaves	n	↑	n	↑	151	\$279.95
MP-5SP(C)	High Wheel Rotary	4HP Clinton	↑	↑	n	n	24"	↑	V-Belt & Sheaves	n	↑	n	↑	151	\$279.95
R-24G	Rotary Rider	7HP B&S	↑	Rope	n	1-1/4" - 2-1/4"	24"	Steel	V-Belt & Chain	2FWD, Neutral, 2Rev	2	Electric Starter	↑	280	\$599.95
R-36G	Rotary Rider	9HP B&S	↑	Rope	n	1-1/4" - 2-1/4"	36"	n	V-Belt & Chain	Variable	2	Electric Starter	↑	350	\$699.95
61-301	Rotary Rider	4.5HP Clinton	↑	Impulse	Blade, Throttle, Transmission	1-3/4" - 3-1/4"	24"	Aluminum	Automotive	FWD, Neutral, Rev	↑	n	n	170	\$349.95
61-300	Rotary Rider	3.5HP Clinton	↑	Impulse	Seat: Throttle, Transmission	1-3/4" - 3-1/4"	24"	Steel	Automotive	FWD, Neutral, Rev	↑	n	n	140	\$199.95
61-200	Self-Propelled Rotary	3HP B&S	↑	Impulse	Handle: Combo (Stop-Start-Run-Choke), Transmission	1" - 2-1/2"	21"	Aluminum	Automotive	FWD, Neutral	↑	n	n	63	\$144.95
61-102	Rotary	3HP B&S	↑	Impulse	Handle: Combo	1" - 2-1/2"	21"	Aluminum	n	n	↑	n	n	56	\$104.95
61-201	Self-Propelled Rotary	3HP B&S	↑	Recoil	Handle: Combo	1" - 2-1/2"	21"	Aluminum	Automotive	FWD, Neutral	1	n	n	63	\$129.95
61-100	Rotary	2.5HP B&S	4	Recoil	Handle: Combo	1" - 2-1/2"	18"	Aluminum	n	n	↑	n	n	48	\$89.95
61-103	Rotary	3HP Clinton	↑	Recoil	Handle: Combo	1-3/4" - 3-1/2"	22"	↑	n	n	↑	n	n	50	n
61-101	Rotary	2.5HP Clinton	↑	Recoil	Handle: Combo	1-3/4" - 3-1/2"	22"	Steel	Automotive	FWD, Neutral	6	n	n	108	\$189.95
61-402	Trimmer Reel	2.5HP B&S	↑	Impulse	Handle: Chain Drive, Throttle	3/4" - 3-1/2"	21"	↑	n	n	5	n	n	88	\$119.95
61-401	Reel	2HP B&S	↑	Recoil	Handle: Chain Drive, Throttle	3/4" - 3-1/2"	18"	↑	n	n	5	n	n	83	\$99.95
61-400	Reel	2HP B&S	↑	Recoil	Handle: Chain Drive, Throttle	3/4" - 3-1/2"	18"	↑	n	n	5	n	n	83	\$99.95
61-802*	Self-Propelled Rotary	3.25HP Clinton	↑	Impulse	Handle: Combo, Transmission	1" - 2-1/2"	21"	Aluminum	n	FWD, Neutral	1	n	n	40	\$79.95
61-801*	Rotary	3.25HP Clinton	↑	Impulse	Handle: Combo	1" - 2-1/2"	21"	Aluminum	n	n	1	n	n	32	\$49.95
418AD	↑	2HP	↑	Recoil	n	↑	18"	↑	n	n	↑	n	↑	52	n
421AD	↑	↑	↑	Recoil	n	↑	↑	↑	n	n	↑	n	↑	61	n
421AD1	Rotary	↑	↑	Impulse	n	1" - 3-1/4"	↑	↑	n	n	↑	n	↑	61	n
421AS	↑	↑	↑	Impulse	n	↑	↑	↑	n	n	↑	n	↑	71	n
421ASC	↑	2.5HP Reo Raider	4	Impulse	n	↑	21"	Steel	n	n	1	n	Green & Blue	71	n
421AP1	Self-Propelled Rotary	↑	↑	Impulse	n	1" - 3-1/2"	↑	↑	n	n	↑	n	↑	85	n
421AP	Self-Propelled Rotary	2.5HP	↑	Recoil	n	1" - 3-1/2"	21"	↑	n	n	↑	n	↑	85	n
426AE	Rotary Rider	4.5HP	↑	Electric	n	1-3/4" - 4"	26"	↑	Automotive	4FWD, Neutral, Rev	↑	n	↑	286	n
421AR	Self-Propelled Reel	2HP	↑	Recoil	Handle: Combo (Stop-Run-Idle-Choke)	1/2" - 2-1/4"	21"	↑	Belt & Chain	n	6	n	↑	93	n
3050	↑	2HP	↑	↑	n	↑	18"	↑	n	n	↑	Inertia Starter	↑	41	\$62.50
5210	↑	2.5HP	↑	↑	Gas Tank: On-Off	↑	18"	↑	n	n	↑	Inertia Starter	↑	43	\$82.50
7210	Rotary	2.5HP	↑	↑	Gas Tank: On-Off	↑	21"	↑	n	n	↑	Inertia Starter	Gold	47	\$92.50
5250	↑	2.5HP OMC	2	Recoil	Gas Tank: On-Off	1" - 3"	19"	Aluminum	n	n	1	Leaf Mulcher	↑	56	\$99.95
7250	↑	2.5HP	↑	↑	Gas Tank: On-Off	↑	21"	↑	n	n	↑	Inertia Starter	↑	66	\$99.95
OMC Engines & Equip. Div. Outboard Marine Corp. 500 Pershing Road Waukegan, Ill. (Lawn Boy)															

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MODEL NO.	TYPE	ENGINE MAKE AND HORSE POWER	CYCLES	STARTER	CONTROLS	CUTTING HEIGHT	WIDTH	DECK	DRIVE OR TRANSMISSION	SPEEDS TRANSMISSION	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	RETAIL PRICE
OMC Engines & Equip. Div. (Cont'd)															
8210	Self-Propelled Rotary	2.5HP			Gas Tank: On-Off Handle: Roll-Control		21"		n	n		Inertia Starter	Gold or Green	57	\$119.95
9272	Rotary Rider	5HP			n		21"		n	4FWD, Neutral, Rev		n	Gold	156	259.90
817E*		1.25HP	n	n	Handle: Off-On	1-1/4" - 2-1/4"	17"	Aluminum	n	n		n	Copper & White	27	\$ 69.95
619HS		3HP		Impulse		1-1/8" - 2-1/2"	19"	Aluminum	n	n		n	Copper & White	52	88.50
622HS		3HP		Impulse		1-1/8" - 2-1/2"	22"	Aluminum	n	n		n	Copper & White	56-1/2	93.50
920		3HP		Recoil		1-1/2" - 2-3/4"	20"		n	n		n		50-1/2	74.50
922	Rotary	3HP		Recoil		1-1/2" - 2-3/4"	22"		n	n		n		56	76.00
924		3.5HP		Recoil		1-1/2" - 2-3/4"	24"		n	n		n		61	78.00
920HSC		3HP		Recoil		1-1/4" - 2-5/8"	20"		n	n		n		67	97.00
922HSC		3HP				1-1/4" - 2-5/8"	22"		n	n		n		72	99.00
924HSC		3.5HP			Handle: Combo (Start-Run-Stop)	1-1/4" - 2-5/8"	24"		n	n		n	Maroon & White	76	101.00
420S		3HP	4				20"	Steel		n		n		65-1/2	96.35
422S		3HP		Impulse			22"			n		n		69-1/2	98.40
424S	Self-Propelled Rotary	3.5HP					24"			n		n		73-1/2	101.20
420SC		3HP				1-1/2" - 2-3/4"	20"		V-Belt & Gear	n		n		73	109.50
422SC		3HP					22"			n		n		78	111.50
424SC		3.5HP					24"			n		n		82	114.00
5518	Self-Propelled Reel	2HP B&S		Recoil	Handle: Throttle, Clutch	1/2" - 2-1/2"	18"		V-Belt & Roller Chain	n	5	n	Copper & White	90	119.95
5521	Self-Propelled Reel	2HP B&S		Recoil	Handle: Throttle, Clutch	1/2" - 2-1/2"	21"		V-Belt & Roller Chain	n	5	n	Copper & White	94	129.95
321S	Trimmer Reel	3HP Pincor		Impulse	Handle: Combo	1/2" - 2-1/2"	21"		Helicon Gear	n	n	Grass Catcher	Copper & White	88	159.95
25803	Rotary Rider	5.5HP		Recoil		1-1/2" - 3-1/2"	26"	Steel	Belt, Vari-Drive	5FWD, Neutral, Rev	1	n		378	*\$459.50
25804	Rotary Rider	5.5HP		Battery		1-1/2" - 3-1/2"	26"	Steel	Belt, Vari-Drive	5FWD, Neutral, Rev	1	n		398	* 539.50
25805	Reel Rider	5.5HP		Recoil		1/2" - 2-1/2"	30"	Steel	Belt, Vari-Drive	5FWD, Neutral, Rev	5	n		415	* 539.50
25806	Reel Rider	5.5HP		Battery		1/2" - 2-1/2"	30"	Steel	Belt, Vari-Drive	5FWD, Neutral, Rev	5	n		435	619.50
26711	Rotary Rider	4.5HP	4	Recoil	Blade, FWD, & Reverse	6" - 3-1/4"	24"	Aluminum	Automotive	3FWD, Neutral, Rev	1	n	Green & White	270	281.00
26712	Rotary Rider	4.5HP		Battery		6" - 3-1/4"	24"	Aluminum	Automotive	3FWD, Neutral, Rev	1	n		290	334.00
26717	Rotary Rider	5.75HP B&S		Recoil		1" - 3-1/2"	32"	Steel	Belt	FWD, Neutral, Rev	2	n		460	† 604.00
26718	Rotary Rider	5.75HP B&S		Battery		1" - 3-1/2"	32"	Steel	Belt	FWD, Neutral, Rev	2	n		485	† 694.00
789	Rotary	2HP B&S		Recoil	Handle: Combo (Throttle-Choke)	1-3/8" - 2-7/8"	19"		n	n		n	Red	49	\$ 44.95
720	Rotary	2.5HP B&S		Impulse	Handle: Combo (Throttle-Choke)	1-1/2" - 3"	22"		n	n		n	Red	63	54.95
8323	Rotary	3HP B&S		Impulse	Handle: Combo (Throttle-Choke)	1" - 3"	22"		n	n		Grass Catcher	Gold	78	99.95
8325	Self-Propelled Rotary	3.5HP	4	Impulse	Handle: Combo, Clutch	1" - 3"	22"	Steel	n	n	1	Grass Catcher	Gold	89	149.95
610	Rotary Rider	3HP		Recoil		1-1/2" - 2-1/2"	24"		Automotive	FWD, Neutral, Rev		Leaf Mulcher	Red	162	159.95
640	Rotary Rider	3.5HP		Impulse		1-1/2" - 2-1/2"	24"		Automotive	FWD, Neutral, Rev		Leaf Mulcher	Red	176	234.95
660	Rotary Rider	4.5HP		Impulse		1-1/2" - 3"	26"		Automotive	FWD, Neutral, Rev		Leaf Mulcher	Red	253	359.95
60A	Rotary Rider	4.5HP Clinton or Lauson	4	Recoil		1-1/2" - 3-1/2"	25"	Steel	Automotive	3FWD, Neutral, Rev	1	Electric Starter	Green & White	277	\$339.00
61D	Rotary Rider	5.5HP	4	Recoil		1-1/2" - 3-1/2"	32"	Steel	Automotive	3FWD, Neutral, Rev	2	Electric Starter	Green & White	297	419.95
61T	Rotary Rider	5.75HP B&S	4	Recoil		2" - 4"	36"	Steel	Automotive	3FWD, Neutral, Rev	2	Electric Starter	Green & White	460	549.95
RF21R	Rotary	n B&S or Clinton	4	Recoil		1-1/2" - 4"	21"	Aluminum	n	n	1	n	Blue & White	78	\$ 99.95
26VRF	Rotary Rider	5.5HP	4	Electric		1-1/2" - 4"	26"	Steel	Automotive	4FWD, Neutral, Rev	1	n	Blue & Black	359	419.95
F20SP	Self-Propelled Rotary	n B&S or Clinton	4	Recoil		1-1/2" - 4"	20"	Aluminum	Chain	n	1	n	Blue & Black	140	188.40
26	Rotary Rider	5.5HP	4	Recoil	Gear Shift: Speed Selector, Height Adjuster, Clutch	1" - 4"	26"	Steel	Belt & Chain	4FWD, Neutral, Rev	2	Impulse or Electric Str	Light and Dark Green	240	\$249.50
32	Rotary Rider	5.5HP	4	Recoil	Gear Shift: Speed Selector, Height Adjuster, Clutch	1" - 4"	32"	Steel	Belt & Chain	4FWD, Neutral, Rev	2	Impulse or Electric Str	Light and Dark Green	240	249.50
238	Self-Propelled Rotary	3.5HP				1-1/2" - 2-1/8"	22"		Power Mesh	n	1	Grass Catcher		95	\$147.50
236	Rotary	2.5HP B&S				1-1/8" - 2-3/8"	19"		n	n	1	Grass Catcher		68	96.50
237	Rotary	3HP B&S	4	Impulse	Handle: Combo (Stop-Start-Run-Choke)	1-1/8" - 2-3/8"	22"	Steel	n	n	1	n	Green & Ivory	70	99.95
Porter-Cable Machine Co. 700 Marcellus Street Syracuse 1, New York															
*Electric															
Propulsion Products Co. 311 Marlen Avenue S. Milwaukee, Wisc. (New-Master, Orbit-Air)															
*Federal Excise Tax Not Included															
†Includes Cost of 32" Cutter Sold as an Accessory															
Quick Mfg. Co., Inc. P. O. Box 448 Springfield, Ohio (Springfield)															
Reel Mfg. Co., Inc. Baxter Springs, Kan.															
Reel-Hoe & Sprayer Co. Newbury, Ohio (Islander)															
Savage Arms Corp. Westfield, Mass.															

AN EM WEEK EXCLUSIVE: 1961 Power Mower Specifications

Model No.	Type	Engine Make and Horse Power	Cycles Starter	Controls	Cutting Height	Deck	Drive or Transmission	Speeds	Blades	Optional Equipment	Color	Net Weight	Retail Price
Savage Arms Corp. (Cont'd)													
275	Reel	n B&S	4	Recoil	3/8" - 2-1/4"	18"	n	n	5	n	n	100	\$134.75
290	Reel	n B&S	4	Recoil	3/4" - 1-3/4"	21"	n	n	5	n	n	128	149.75
2066	Reel	3HP B&S	4	Recoil	20"	20"	n	n	n	n	White & Red	55	\$117.00
2067	Reel	3.5HP Lauson	4	Auto Spr Wound	20"	20"	n	n	n	n	White & Blue	57	128.00
186L	Rotary	2.25HP Lauson	4	Recoil	1/2" - 3"	18"	n	n	1	n	Yellow & Black	49	90.00
CP186E*	Rotary	1.4HP Pincor	n	n	18"	18"	n	n	n	n	Yellow & Black	41	90.00
6029R	Rotary	2.5HP Iron Horse	2	Recoil	19"	19"	n	n	n	n	n	*48	\$ 79.95
6049R	Rotary	2.5HP B&S	4	Recoil	19"	19"	n	n	n	n	n	*58	83.95
6049W	Rotary	3HP B&S	4	Impulse	1" - 2-1/2"	19"	n	n	1	n	n	*60	99.75
6042R	Rotary	3HP B&S	4	Recoil	22"	22"	n	n	n	n	n	*74	89.95
6042W	Rotary	3HP B&S	4	Impulse	22"	22"	n	n	n	n	n	*74	107.50
2386	Rotary	2.5HP B&S	4	Impulse	n	22"	n	n	n	n	Green	*85	n
2198	Rotary	3HP B&S	4	Impulse	1" - 3"	22"	n	n	1	n	Green	60	n
2124	Self-Propelled Rotary	3HP B&S	4	Impulse	1" - 3"	22"	n	n	1	n	Green	65	n
A5921	Self-Propelled Reel	2.5HP B&S	4	Impulse	3/4" - 2-7/8"	21"	n	n	5	n	Green	95	n
4102	Rotary Rider	4.5HP Clinton	4	Recoil	1-1/4" - 3-1/4"	24"	n	n	1	n	Gray & Orange	220	n
2105	Rotary	2.5HP	4	Recoil	n	22"	n	n	1	n	n	*52	n
A9197	Rotary	2HP	4	Recoil	n	19"	n	n	1	n	n	*50	n
A4185	Rotary	3HP	4	Recoil	n	24"	n	n	1	n	Green	*65	n
A4359	Reel Rider	3HP B&S	4	Impulse	n	24"	n	n	5	n	n	*158	n
A5918	Reel	2HP	4	Recoil	3/4" - 1-3/4"	18"	n	n	5	n	n	*100	n
A5924	Self-Propelled Reel	3HP	4	Impulse	3/4" - 1-3/4"	24"	n	n	5	n	n	*130	n
PE183*	Rotary	4	n	Handle: On-Off	18"	18"	n	n	2	Leaf Mulcher	n	32	\$ 89.95
RE120*	Rotary	4	n	Handle: On-Off	20"	20"	n	n	1	n	n	42	99.95
E700*	Reel	1HP	n	On-Off	20"	20"	n	n	1	Grass Catcher	n	55	136.75
RE182*	Rotary	4	n	Handle: On-Off	18"	18"	n	n	2	Leaf Mulcher	n	29	89.50
E300*	Reel	4	n	n	1/2" - 3"	20"	n	n	n	Grass Catcher	n	55	136.75
G350	Rotary	3HP Sunbeam	4	Crank	n	20"	n	n	n	Grass Catcher	Blue	60	139.95
G500	Rotary	2.5HP	4	Recoil	n	20"	n	n	1	Grass Catcher	n	75	147.50
G650	Rotary	2.5HP	4	Crank	Handle: Combo (Start-Run-Stop)	20"	n	n	1	n	n	65	118.00
G550	Rotary	3HP	4	Crank	Handle: Combo (Start-Run-Stop)	20"	n	n	1	Power-Spreader	n	60	147.95
G600	Reel	2.5HP	4	Recoil	Handle: Combo (Start-Run-Stop)	20"	n	n	1	Grass Catcher	n	75	147.50
G450	Rotary	2.5HP	4	Crank	Handle: Combo (Start-Run-Stop)	20"	n	n	1	Power-Spreader	n	60	112.50
S19-104	Rotary	2HP	4	Recoil	Handle: Combo (Choke-Throttle-Stop)	19"	n	n	1	n	Orange	52	\$ 49.95
S22-109	Rotary	2.5HP	4	Recoil	(Choke-Throttle-Stop)	22"	n	n	1	n	n	n	n
SP22-111	Self-Propelled Rotary	2.5HP	4	Recoil	(Choke-Throttle-Stop)	22"	n	n	1	n	n	n	n
S22-118	Rotary	3HP B&S	4	Impulse	Handle: Combo, Starter, Release	22"	n	n	1	n	Copertone	80	79.95
S22-106	Rotary	3HP	4	Impulse	n	22"	n	n	1	n	Orange	70 1/2	59.95
S22-112	Rotary Rider	3HP	4	Recoil	Engine: Combo	22"	n	n	1	n	Orange	127 1/2	129.95
S22-119	Self-Propelled Rotary	3HP	4	Impulse	Handle: Combo, Starter, Release	22"	n	n	1	n	Copertone	n	n
S192-100	Rotary	2.25HP Clinton or Power Products	2	Rope	n	19"	n	n	n	n	n	n	n
S-2501	Rotary	3HP n	4	Recoil	Handle: Combo	25"	n	n	n	n	n	n	n
SP-2505	Self-Propelled Rotary	3HP n	4	Recoil	Handle: Combo	25"	n	n	n	n	n	n	n
10011	Self-Propelled Reel	2HP B&S	4	Recoil	Handle: Throttle, Clutch	18"	n	n	6	n	n	74	\$124.95
10331	Self-Propelled Reel	2HP B&S	4	Spin Str	Handle: Throttle, Clutch	21"	n	n	5	n	n	85	149.95
18111	Rotary	2HP	4	Recoil	Handle: Throttle	19"	n	n	n	n	n	52	89.95
18121	Rotary	2HP	4	Spin Str	Handle: Throttle	19"	n	n	n	n	Red	53	94.95
Sycamore Mfg. Co. Geneva, Ill.													
Toro Mfg. Corp. Minneapolis 5, Minn.													

AN EM WEEK EXCLUSIVE: 1961 Power Mower Specifications

MODEL NO.	TYPE	ENGINE MAKE AND HORSE POWER	CYCLES	STARTER	CONTROLS	CUTTING HEIGHT	WIDTH	DECK	DRIVE OR TRANSMISSION	SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	RETAIL PRICE
Toro Mfg. Corp. (Cont'd)															
19121	Rotary	2.5HP	4	Spin Str	Handle: Throttle	1 1/2" - 3"	21"	Aluminum	Direct	n	1	n	Red & White	56	\$ 99.95
20121	Self-Propelled Rotary	3HP Lauson	4	Spin Str	Handle: Throttle, Clutch	1 1/2" - 3"	21"	Aluminum	Direct	n	n	n	Red & White	71	149.95
22111	Rotary Rider	4.5HP		Recoil	Seat: Throttle, Speed, Gear, Height Adjuster	1-1/2" - 3-1/2"	25"	Steel	Automatic	2FWD, Neutral, Rev		Electric Starter	Red & White	257	349.95
50111	Rotary Rider	5.5HP		Recoil	Seat: Throttle, Speed, Gear, Clutch	1-1/2" - 3-1/2"	32"	Steel	Automatic	FWD, Neutral, Rev	3	Electric Starter	Red & White	329	449.95
10711	Reel Rider	3HP B&S		Recoil	Seat: Clutch, Throttle, Brake	7/16" - 1-5/8"	25"	Steel	Belt & Chain	n	6	Electric Starter	Red & White	140	219.95
40111	Power Handle	3HP B&S		Recoil	Handle: Clutch, Throttle	n	n	n	n	n	n	Electric Starter	n	40	84.95
Used with Power Handle #40111															
Reel Attachment		Power Handle	n	n	n	5/8" - 1-5/8"	21"	Steel	Gear	n	5	n	n	54	79.95
Reel Attachment		Power Handle	n	n	n	7/16" - 1-5/8"	25"	Steel	V-Belt & Chain	n	6	n	n	69	99.95
Rotary Attachment		Power Handle	n	n	n	1 1/2" - 3"	21"	Aluminum	Gear	n	1	n	n	55	89.95
Whirlwind	Self-Propelled Rotary	6HP n	n	n	n	9/16" - 3-9/16"	24"	Steel	n	n	n	Sulky Elec. Str	n	357	n
Wayne Home Equip. Co., Inc.															
2020	Rotary	2.25HP Power Pkts.	2	Recoil	n	n	20"	n	n	n	n	n	Red & White	*40	\$ 54.95
204D	Rotary	2.5HP		Recoil	Handle: Throttle	n	20"	n	n	n	n	n	n	*45	59.95
22RD	Rotary	2.5HP		Recoil	Handle: Throttle	n	22"	n	n	n	n	n	n	*58	69.95
22AD	Rotary	3HP		Wind-Up	Handle: Throttle	1" - 3"	22"	n	n	n	n	n	n	*65	79.95
22APD	Self-Propelled Rotary	3HP B&S or Lauson	4	Wind-Up	Handle: Throttle	1" - 3"	22"	n	Positive Gear	n	n	n	n	*75	109.95
24AD	Rotary	3HP		Wind-Up	Handle: Throttle	1" - 3"	24"	n	n	n	n	n	n	*72	89.95
24APD	Self-Propelled Rotary	3HP		Wind-Up	Handle: Throttle	1" - 3"	24"	n	Positive Gear	n	n	n	n	*85	119.95
W202	Rotary	2.25HP Power Pkts.	2	Recoil	n	n	20"	n	n	n	1	Grass Catcher	n	*44	54.95
W204	Rotary	2.5HP		Recoil	Handle: Throttle	n	20"	Steel	n	n	n	n	Red & White	*50	74.95
W22S	Rotary	2.5HP		Recoil	Handle: Throttle	n	22"	n	n	n	n	n	n	*58	n
W22R	Rotary	2.5HP		Recoil	Handle: Throttle	n	22"	n	n	n	n	n	n	*58	84.95
W22A	Rotary	3HP		Wind-Up	Handle: Throttle, Start-Crank	1" - 3"	22"	n	n	n	n	n	n	*65	89.95
W22AP	Self-Propelled Rotary	3HP B&S or Lauson	4	Wind-Up	Handle: Throttle, Start-Crank	1" - 3"	22"	n	Positive Gear	n	n	n	n	*75	119.95
W24A	Rotary	3HP		Wind-Up	Handle: Throttle, Start-Crank	1" - 3"	24"	n	n	n	n	n	n	*72	94.95
W24AP	Self-Propelled Rotary	3HP		Wind-Up	Handle: Throttle, Start-Crank	1" - 3"	24"	n	Positive Gear	n	n	n	n	*85	124.95
W318	Self-Propelled Reel	2HP		Recoil	Handle: Throttle	1 1/2" - 2"	18"	n	Chain	n	5	n	n	*97	124.95
W321	Self-Propelled Reel	2.5HP		Recoil	Handle: Throttle	1 1/2" - 2"	21"	n	Chain	n	5	n	n	*105	139.95
*Shipping Weight															
---	Rotary	B&S	4	Spin	Clutch; Throttle; Shift	7/8" - 3-3/4"	22"	Steel	Automatic	6FWD & Neutral	n	n	Flambeau & White	111	\$159.95
---	Reel	B&S	4	Spin	Clutch; Throttle	1 1/2" - 2-3/8"	21"	Steel	Chain	1FWD & Rev	6	n	Flambeau & White	98	129.95
---	Rotary Rider	Clinton	4	Spin	Clutch; Throttle; Shift	2" - 3-1/2"	24"	Steel	Automatic	Inf FWD & Rev	n	n	Flambeau & White	293	399.95
1040	Self-Propelled Reel	2HP			Handle: Combo (Choke, Start-Stop-Go), Clutch	1 1/2" - 2-1/4"	18"	n	V-Belt & Chain	n	6	n	n	*93	\$124.95
1050	Self-Propelled Reel	2HP			Handle: Combo (Choke, Start-Stop-Go), Clutch	1 1/2" - 2-1/2"	21"	n	V-Belt & Chain	n	6	n	n	*97	134.95
2020	Rotary	2HP		Recoil	n	n	18"	n	Direct Drive	n	n	n	n	*64	89.95
2030	Self-Propelled Rotary	2.5HP			n	n	21"	n	n	n	n	n	n	*86	n
2060	Rotary	2.5HP B&S			n	n	21"	n	Direct Drive	n	n	n	n	*66	99.95
2110	Rotary	2HP	4	Impulse	Handle: Combo	1 1/2" - 3"	18"	Steel	V-Belt	n	n	n	Bronze & Buff	*73	104.95
2000	Rotary	3HP		Impulse	n	n	18"	n	V-Belt	n	1	n	n	*78	119.95
2010	Self-Propelled Rotary	3HP		Impulse	n	n	18"	n	V-Belt & Chain	3FWD, Neutral	n	n	n	100	159.95
2070	Rotary	2.5HP		Recoil	n	n	22"	n	n	n	n	n	n	*65	n
3040	Rotary Rider	4.5HP Lauson		Impulse	Panel: Speed, Selector, Combo	1-3/8" - 3-5/8"	26"	n	Automatic	5FWD, Neutral, 2Rev		Dual Wheels	n	271	359.95
3050	Rotary Rider	5HP Lauson		Electric	Panel: Speed, Selector, Combo	1-3/8" - 3-5/8"	26"	n	Automatic	5FWD, Neutral, 2Rev		Dual Wheels	n	300	429.95
AV-20	Self-Propelled Rotary	3.25HP Clinton	4	Recoil	Handle: Throttle, Propulsion	3/4" - 3-1/2"	20"	Steel	Chain & Friction	n	1	n	Red	125	\$141.25
A3-22	Self-Propelled Rotary	3.25HP Clinton	4	Recoil	Handle: Throttle, Propulsion	3/4" - 3-1/2"	22"	Steel	Chain & Friction	n	1	n	Red	134	184.95
B3-24	Self-Propelled Rotary	4HP Clinton	4	Recoil	Handle: Throttle, Propulsion	3/4" - 3-1/2"	24"	Steel	Chain & Friction	n	1	n	Red	156	214.95
H66-26	Self-Propelled Rotary	6HP Wisconsin	4	Rope	Handle: Throttle, Propulsion	3/4" - 3-1/2"	26"	Steel	Chain & Friction	n	1	n	Red	227	389.95
*Shipping Weight															
Wayne Mfg. Co.															
801 Glasgow Avenue Fort Wayne, Ind. (Wayne, Imperial)															
Western Tool & Stamping Co.															
Des Moines, Iowa															
Yard-Man Inc.															
1418 W. Ganson St. Jackson, Mich.															
Yazoo Mfg. Co.															
Jackson, Miss.															

new products

INNOVATIONS: An Electronic, Tankless Water Heater; A Space-Saver Freezer; And A High Style Buffet Frypan



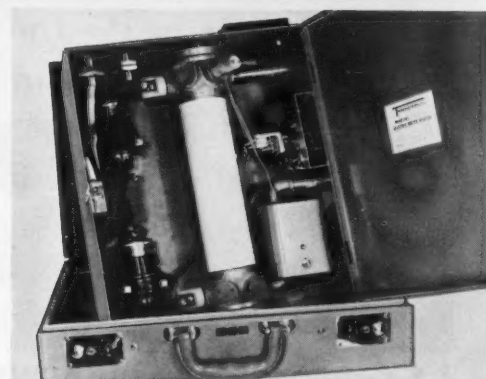
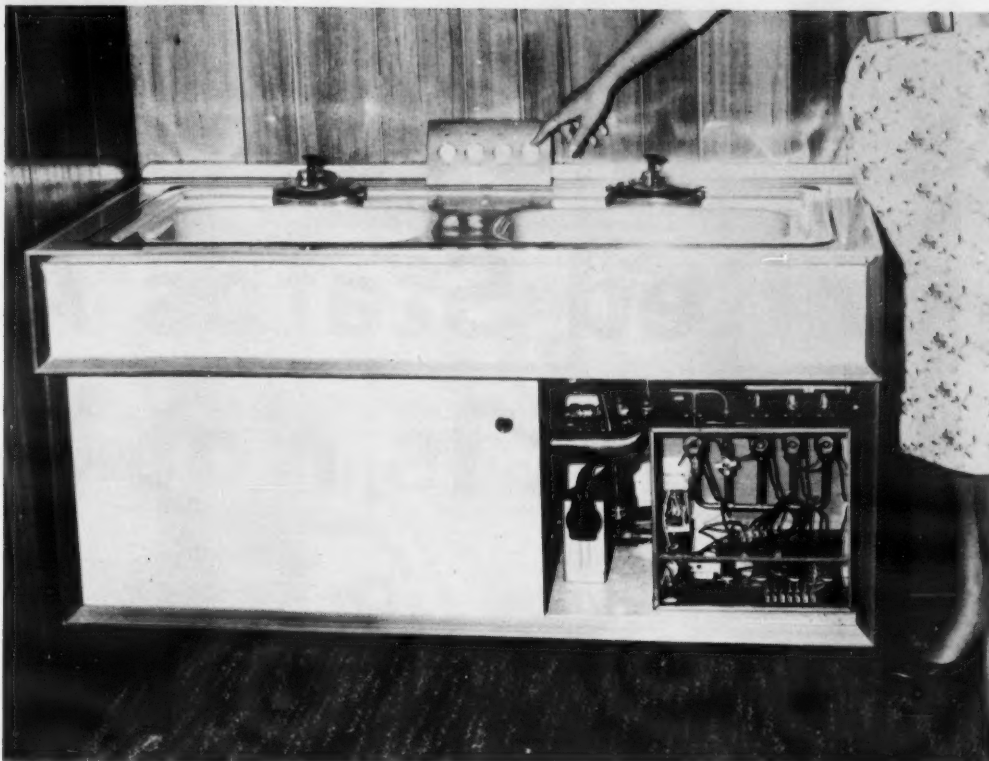
KING Undercounter Freezer

King Refrigerator Corp. has developed a freezer that fits directly under the new eye-level wall-type, 40-in. ranges such as Tappan "400," Frigidaire "Flair," O'Keefe & Merritt "Contempo," Thermador "Lectro-Host," and Roper "Charm."

This new "King 399" freezer is a space-saver. It utilizes space that could not be used in any other way except as a base cabinet.

It has 2 pull-out freezer baskets, a full-size refrigerated shelf; storage on both doors.

Doors are stainless steel to match range above. Plastic inner door liners and magnetic gaskets on both doors are other features. A special fan designed to dispose of heat makes it possible to install the freezer flush to cabinets and walls on all sides. *King Refrigerator Corp., Glendale, N. Y.*



"MICRO-THERM" INSTALLED TOP;

"FLOW-TOUCH" CONTROL LEFT;

COMPACT, BRIEFCASE UNIT RIGHT

THERMOTRONICS "Micro-Therm" Water Heater

"Micro-Therm" is a briefcase-size tankless electric water heater which supplies an inexhaustible amount of temperature-controlled hot water continuously and instantaneously at minimum cost.

This compact unit weighs only 16 lbs., and features a "Flow Touch" automatic pushbutton control with a "thermal brain" which gives electronic, precision control to flow and temperature of water as well as automatic cycling of fill, drain and rinse operations. The "thermal brain" unit senses the temperature differential between summer and winter incoming water, automatically monitors and controls flow and balances the heat transferred to the outgoing water at a temperature always consistent with the present standard comfort and safety.

The unit can be installed under the kitchen sink or waste basin cabinet, or may be mounted in special units for manual or pushbutton plumbing of the most advanced modern design. Spouts may be integral with basin and therefore eliminated.

Features of the "Flow Touch" pushbutton

control include automatic shut off; automatic mixing; drip and leakproof operation; flush mounting; silent operation; non-scalding protection; no liming; no cleaning or polishing needed. Because of the absence of piping losses and the nearness of the heater to the fixture, the water temperature can be held at 120 deg. F or even lower, instead of the 140 to 160 degs. used for central systems. Components are modular in design and are the "plug-in" type. Should replacement be required a matter of moments is all that is necessary.

In addition the Micro-Therm can be used as a hydronic boiler. Its rating of 80,000 Btu per hr. make it an ideal, modern heating system. The boiler is readily adapted to standard convectors, zoning controls and circulating equipment now used by plumbing and heating contractors. Micro-Therm not only gives all the comforts of a hydronic system but does it more economically in the smallest package. *Thermotronics Corp., 548 Pan American Bank Bldg., Miami 32; sales offices, 22 Jericho Turnpike, Mineola, L. I., N. Y.*



PRESTO Frypan

The Presto Cook 'n Serv' frypan has 2 small handles and classic new lines that make it suitable for table or buffet service in addition to its use as a controlled-heat cooking appliance. **Price, \$14.95.** *National Presto Industries, Eau Claire, Wis.*

By our method of reporting unemployment...

We're Giving The United States A Black Eye That Is Not Deserved

The way in which our unemployment is reported is giving the United States an undeserved black eye around the world. The broad concept of unemployment we use exaggerates the amount of unemployment in the United States as compared to most other countries. Our reporting system also falls short of presenting a balanced picture by concentrating on people who are idle, while neglecting jobs that are idle because people cannot be found to fill them. This editorial explains these defects and suggests improvements.

The *Monthly Bulletin of Statistics*, issued by the Statistical Office of the United Nations, has become a standard reference for international comparisons of economic performance, including employment and unemployment. Here, from the November, 1960 issue, is part of a table giving comparative figures on the rate of unemployment for the United States and a group of European countries:

	UNEMPLOYMENT RATE	
	Annual Average 1959	Jan.-June Average 1960
West Germany	2.4%	1.0%
Netherlands	1.8	1.4
Sweden	2.0	1.8
United Kingdom	2.3	1.9
United States	5.5	6.1

A Distorted Picture

If taken at face value the table clearly says that the United States is doing far worse in providing jobs for its citizens than the other countries whose unemployment records are listed.

But the figures are deceptive. They are made so, in part, by our government's use of a much broader concept of what constitutes unemployment than is used by most other countries.

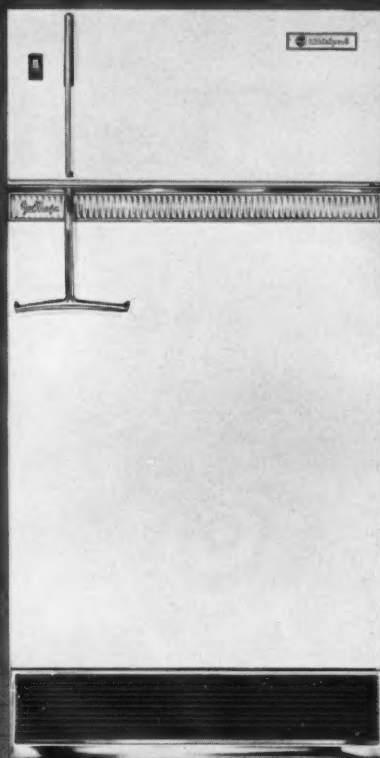
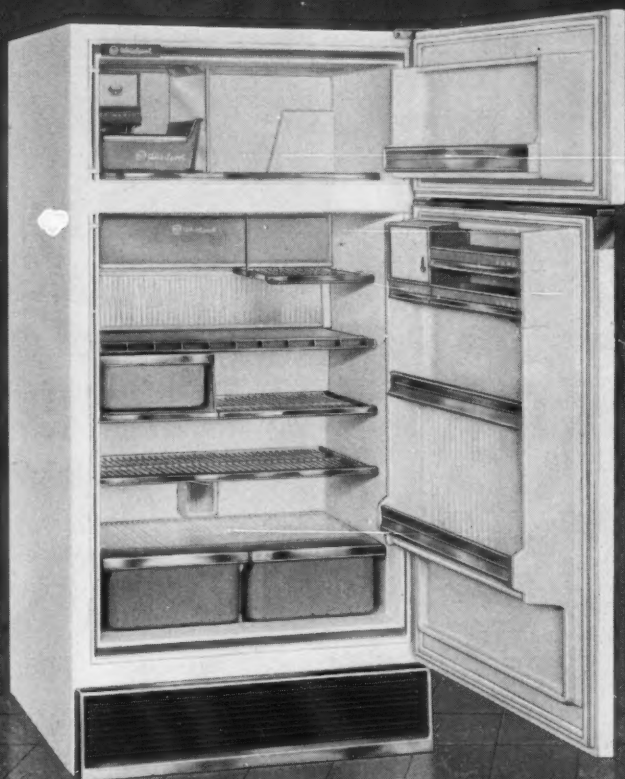
Sweden provides a clear case in point. The table indicates that during 1959 Sweden had an unemployment rate of 2.0%, while the rate in the

Continued on page 29

ELECTRICAL MERCHANDISING WEEK

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

YOU'LL GET EXTRA SALES WITH THE RCA WHIRLPOOL NO-FROST GAS REFRIGERATOR-FREEZER



Sales you've lost before can now be yours!

Millions of old gas refrigerators continue to operate year after year. But a big percentage are obsolete. Their owners want more modern conveniences and efficiency. These people are ready for the RCA WHIRLPOOL . . . first and only No-Frost gas refrigerator-freezer . . . the smart, trim appliance that has "everything". Look at all the advanced features . . . no troublesome frost build-up in refrigerator or freezer, exclusive IceMagic®

ice maker, "zero-degree" freezer, Jet-Cold* Shelf, Jet-Cold* Meat Chest, Million-Magnet* doors, and the big plus of economical gas operation. All homes that have gas connections are prospects. Many sales you've lost before because you could not offer this modern gas refrigerator can now be yours with the RCA WHIRLPOOL No-Frost gas refrigerator-freezer. Ask your distributor for all the details.



*Join up! . . . it's easier to sell
RCA WHIRLPOOL than sell against it!*

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

*Tmk.

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America





Lowest priced transistor radio in RCA VICTOR history!



Never before could you sell such a superb transistor radio at such a low price. Here is famous RCA Victor "Golden Throat" tone and dependability . . . exclusive RCA Victor "High-T" Circuit that gives dramatically improved fidelity . . . RCA Victor Security Sealed Circuit that seals quality in, seals trouble out! All this in a smart, compact case in white, or three two-tone combinations. Order plenty—these radios are designed to sell *and sell they will!*

*Nationally advertised list price shown, optional with dealer. Price, specifications subject to change.



The Most Trusted Name in Radio

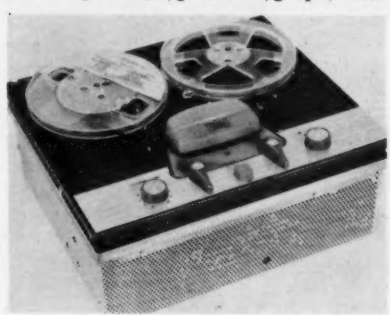
RADIO CORPORATION OF AMERICA

new products

CONTINUED

AMPEX Tape Players

Two new players are announced by Ampex, both with playback head and basic precision transport mechanism of the No. 960 recorder player. Both are 2-speed (3 $\frac{3}{4}$ and 7 $\frac{1}{2}$ ips) and



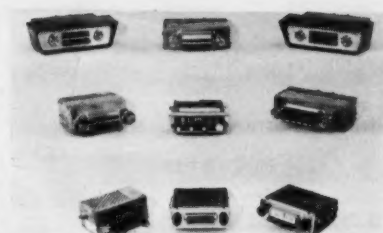
will play 4-track stereo tapes, 2-track stereo, full-track and monophonic.

No. 934 comes without playback pre-amplifiers. No. 936 has self-contained playback pre-amplifiers, equalized for connection direct to power amplifiers and/or an audio-control center.

Controls on both models include fast wind, play, stop, speed-control selector; head-shift lever for playing 4-track stereo or 2-track. No. 936 has a listening lever control.

Also available is Ampex Concerto series of consoles, in a selection of 4 furniture styles with a 4-speed Garrard stereo record player with diamond stylus, stereo AM and FM radio, 30w dual-channel amplifier (60w peak program power), 2 12-in. bass speakers and 2 tweeters.

Price: \$1,245. Ampex Audio Co., 1020 Kifer Road, Sunnyvale, Calif.



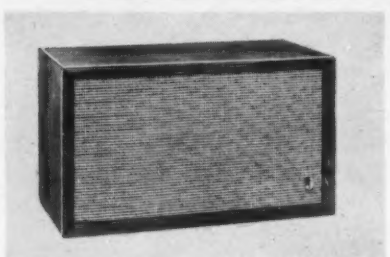
MOTOROLA New Car Radios

Included in Motorola's new line of car radios are 10 models specifically designed to custom fit the dashboards of most 1961 GM cars and some foreign imports as well as 9 universal models to fit almost all vehicles including imports, sport cars, trucks, boats, etc. All models are now subject to a full 1-year warranty on all parts and labor, the manufacturer has announced.

The line includes 2 fully transistorized receivers for dashboards of 1961 Buicks and Chevrolets. With 5 transistors and 3 diodes, these sets draw only 700 milliamps from the battery; $\frac{1}{2}$ as much as the more conventional hybrid type of set employing a mixture of transistors and vacuum tubes, and deliver up to 3w audio power.

All models feature a double-tuned bandpass circuit following the antenna and a patented Volumatic circuit. The bandpass antenna circuit offers greater selectivity and eliminates cross-modulation and "tweets." The Volumatic circuit, in addition to conventional avc, reduces station fading and blasting.

Prices, from \$39.95 for leader model to \$125 for FM-900, FM car radio. Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51.



JENSEN Speaker

No. TF-3, 4-speaker, 3-way hi-fi loudspeaker system comes in a furniture finished oiled walnut cabinet with rattan grille fabric; a 10-in. Flexair woofer, 2 special mid-range units and a hemispherical radiator; Sono-Dome Ultra-Tweeter.

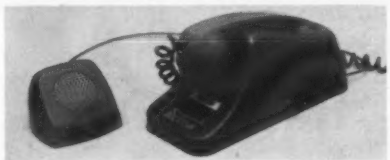
Price: walnut, \$99.50; unfinished gum hardwood, \$79.50. Jensen Mfg. Co., 6601 S. Laramie Ave., Chicago 38.



DE WALD Radio-Phone

TR-910 "Radio-Phone" citizen band transceiver has push-to-talk microphone; squelch control; automatic noise limiter; 5-channel transmit; 22-channel vernier-tuned receiver; high selectivity; built-in "S" and plate current meter; low silhouette; crystals accessible for changing.

Price, \$99.95. De Wald Radio Div., United Scientific Labs, Inc., 35-15 37th Ave., Long Island City 1, N.Y.



FISCHER-SMITH Phone-Speaker

New hands-free Fischer-Smith telephone loud speaker features regulated sound volume, improved reception for hard of hearing on weak calls.

Transistors and magnetic induction operate device; no wiring necessary; portable. Battery energizer for latest transistor circuit lasts over a year. High-impact plastic case.

Price: \$39.95. Fischer-Smith, Inc., Electronic Div., 164 State St., Teaneck, N. J.

You get MORE out of the line because there's MORE in it!

More Profit... More Features... More Quality

MAGIC-MATIC "15" ALL REFRIGERATOR

IT'S TIME FOR A CHANGE

1. Superb Custom styling encased in stainless steel.
2. Food need not be covered because of no space taking humida-cold plate.
3. Finger-tip sliding all-aluminum rust-proof food shelves.
4. Refrigerator requires no defrosting... it's completely automatic.
5. Separate glacier cold insulated compartment for jet speed ice cubes.

SWITCH TO
MARQUETTE-ZENITH
"PROTECTED-PROFIT" SELLING

7. Refrigerant cooled compressor. Operates under full load in 110° room temperatures.
8. Sliding built-in fruit compartment.
9. Dual removable egg trays. Dairy bar.

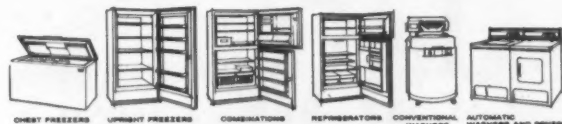
Lifetime
Warranty Contract

LIMITED DELIVERY IN APRIL

12,950,000 homes now have freezers and need this new revolutionary appliance. Grocery Stores, Delicatessens, Restaurants, Drive-ins are a ready market. It all adds up to PROFIT-SELLING for you. Ask us to prove it.

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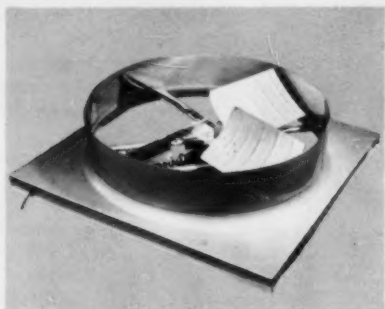
THE MARQUETTE CORPORATION
MINNEAPOLIS 14, MINNESOTA



Write or wire for full details - Marquette-Zenith Franchise Division - 307 East Hennepin, Minneapolis 14, Minnesota

Federal 9-9121

new products CONTINUED



Beltless "Roto-Drive" Attic Fan

"Roto-Drive" line of attic and exhaust fans, featuring a newly developed drive which eliminates drive

belt and pulleys and locates motor directly in cooling air-stream, is announced by Consolidated General.

New fan also features a specially designed fan blade which produces up to 10% more air flow at no greater operating cost. No need for periodic re-tensioning or replacement since new drive eliminates belt and pulley arrangement. Double-row ball bearing is sealed for life and is said not to need lubrication.

Driving system consists of an all-angle electric motor with automatic thermal overload which powers a steel hub. Balanced die-cut blades run vibration-free within a power tube venturi designed to increase air flow and reduce wind noise. The line consists of 5 attic and 8 exhaust models, ranging from 24 to 48 in. in size. *Consolidated General Products, Inc., Houston, Tex.*



MOW-MASTER 1961 Power Mowers

Two Mow-Master power mowers—a 22-in. custom special and a budget-priced 19-in. model—are announced for 1961 series of push-type power mowers.

No. 720, featuring a 2½-hp B&S engine with automatic impulse starting, is 22 in., has full-range fingertip engine control with a low-tone muffler for greater ease of operation. This custom model includes a precision ground and balanced spring steel blade; heavy-duty 14-gauge steel deck finished in hi-gloss red baked enamel. 3 cutting positions, adjustable from 1½ to 3 in.

No. 789, 19-in. budget-priced mower, has many of the same features of No. 720. *Propulsion Products Co., South Milwaukee, Wis.*

Better Sound Reproduction

HOME THEATER Model 23FMS6195—Genuine Mahogany, Blond or Walnut veneers, hand-rubbed. Hand wiring.

... NOW BUILT INTO
TRAV-LER
TV-STEREO-RADIO COMBINATIONS

WORLD'S FAVORITE AUTOMATIC RECORD CHANGER

dependable
BSR

Again in 1961, Trav-Ler joins the distinguished company of America's great high fidelity lines featuring...

"most popular" BSR... now in over 27,000,000 homes around the world! In one-quarter of all U.S. hi-fi!

trouble-free BSR... lab-tested through over 550,000 consecutive perfect changing cycles!

service-saving BSR... jamproof!... engineered for most quality without complexity!

demonstrable BSR... plays all record sizes intermixed, with superior fidelity... plays 4 speeds, stereophonic and monophonic, automatically or manually... tracks lightly!

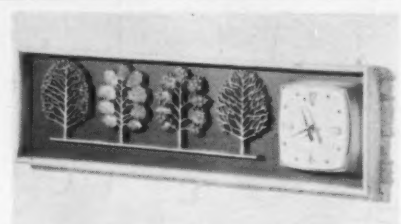
AS ADVERTISED IN

LIFE LOOK POST



BETTER SOUND REPRODUCTION

CRAFTED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LTD.
Distributed in U. S. by BSR (USA) LIMITED, College Point 56, L. I., N. Y.
In Canada: Musimart Ltd., 901 Bleury Street, Montreal



SYROCO Clock

A decorative plaque is combined with a clock by Syroco in their "Danish Modern" collection. 4 trees flank the clock, powered by a single, 1½v flashlight battery that runs 7-jewel clock 12 to 15 mos. Finishes include walnut against white or parchment against black. Plaque is 4½x11½ in.

Price: \$50. *Syroco, Inc., Div. Syracuse Ornamental Co., Syracuse 2, N. Y.*

DO YOU THINK THERE'S NOTHING NEW IN RETAIL SELLING?

see page 36.

HOW TO "CREATE" NEW CUSTOMERS

see page 36.

United States was 5.5%. But a report from Sweden, published in the U.S. Department of Labor's *Labor Developments Abroad*, indicates that if they had used the same methods of calculating unemployment as we, the reported jobless rate in Sweden would have almost doubled. Thus a large portion of the gap between the unemployment rate in the United States and the unemployment rate in Sweden would have been eliminated.

Graduation To Unemployment

In general, countries listed in the table use registrations at public employment agencies as the basis for calculating their unemployment. Our Department of Labor, in making its sampling of unemployment, includes unregistered young people who are waiting for jobs or training opportunities as well as housewives who are looking for jobs in a general sort of way but who have not registered anywhere in search of them.

It used to be that graduation from college was regarded as a day for great celebration and rejoicing. But, because of the way the Labor Department does its counting of unemployment, it is now a day of sorrow. For unless our young people immediately rush off to jobs, they graduate into unemployment and swell our jobless figures.

While our government very expansively counts all the unemployed, there is no offsetting report on the number of jobs that are unfilled because no one qualified can be found to fill them. Currently there are many jobs in this category, and it is to be expected that there will be more as the technological revolution picks up momentum.

A properly balanced report on unemployment would include a record both of people who are idle, as conceived on some standard international basis, and jobs that are idle. A combination of the two sets of data would provide a much better indication of the economic health of a nation than unemployment alone.

The United Kingdom regularly collects figures on unfilled jobs as well as the number of unemployed. Thus it is not an impossible task to collect information on idle jobs. **For a fast**

moving economy, such as ours, the collection of statistics on unfilled jobs presents special difficulties. But this information is so important that Congress should see that it is added to our employment and unemployment records.

A National Disservice

There is not the slightest inclination here to minimize the amount of unemployment in the United States at any time, or the crucial importance of doing everything possible to keep it at rock bottom. If the reporting of unemployment were simply for domestic consumption, it would be possible to make an appealing case for using a very broad conception of it. This is one way of underlining the importance of the problem.

But when, as is the case, international comparisons of unemployment are treated as key gauges of the effectiveness of different economies, we do ourselves an important national disservice by using an exceptionally commodious concept of unemployment. American travelers abroad can testify that they are continuously being called upon to explain why the United States does such a relatively poor job in providing employment for its people. This is an unwise and unfair burden to impose upon the nation. **We make enough mistakes of economic commission and omission without issuing reports that distort our economic performance to our own discredit abroad.**

This message was prepared by my staff associates as part of our company-wide effort to report on major new developments in American business and industry. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or part of the text.

Donald C. McGraw

PRESIDENT

McGRAW-HILL PUBLISHING COMPANY

new products

CONTINUED

YARD-MAN Mower

Deluxe 21-in. 1961 Yard-Man 3-speed, self-propelled rotary power mower is equipped with a safety clutch which is said to protect operator, assures easy starting, and increases mower life.

Foot-operated safety clutch disengages blade drive. Throttle control for start, idle, run and stop is located safely on tubular-steel handle. Briggs & Stratton 3-hp engine starts easily in tall grass or on pavement because blade drag is eliminated.

A separate speed control permits selection of 3 forward speeds for light, medium or heavy cutting. Quick-set cutting height adjustment



permits easy cutting height control from 1/2 in. to 3 in. Yard-Man, Inc., Jackson, Mich.

CHEVROLET Truck

"Step-Van 7," a smaller, short wheelbase, more economically operated, forward-control door-to-door delivery van, is added to Chevrolet's 1961 truck line.

This 1/2-ton "Step-Van" model is said to have lower cost hauling of light or bulky loads in stop-and-go driving where ease of handling, maneuverability in traffic, convenient load access and economy are important.

Truck has 1,350-lb. payload capacity, short overall length of 167 in. on a 102-in. wheelbase, 7-ft. full-height, walk-in body with 211 cu. ft. of load space, 135-hp, 6-cylinder engine.

Also has independent front suspension and coil rear springs for ride and cargo protection. Sliding doors on both sides, a low step height

and adjustable folding seat make access to both driver's compartment and cargo area convenient. Double rear doors are 38 in. wide. All doors may be ordered with or without windows. Chevrolet Motor Div., General Motors Corp., General Motors Bldg., Detroit 2.



VOLKSWAGEN Introduces Panel Truck

The new Volkswagen 3/4-ton panel truck with both side and rear doors gives easy access to its 170 cu. ft. of loading space. It has a maximum payload of 1,830 lbs., (compared to 1,000 lbs. for conventional 1/2-ton trucks); and can deliver profitably 1,830 lbs. of TV sets or rush a small appliance to a neighborhood customer.

It is now being produced in Hanover, Germany. The overall length of 168.9 in. (slightly over 14 ft.) assures easy handling and parking in tight spaces. Air-cooled 40-hp engine provides cruising speed of 59 mph. The side door opening is 46.1 in. wide and 47.2 in. high. This permits loading of bulky building materials and other supplies from curbside. The rear door is 35.4 wide and 28.7 in. high, facilitating loading of extra-long materials. Weight is perfectly distributed, with load cradles between the axles in the best sprung part of the vehicle. Transmission is synchromesh. Volkswagen of America, Inc., Englewood Cliffs, N.J.



STUDEBAKER Pickup Truck

Studebaker Champ 1961 pickup truck features a new wide box with 20-in.-high side walls; a 54 3/4-in.-wide sand-tight grain-tight tailgate; rounded wheelhouses free of sharp edges; heavy-ribbed floor; 110-hp 6-cylinder engine or V-8 power plants of 180 and 210 hp. Deluxe or standard cabs, transmissions, pick-up boxes and axle ratios. Studebaker-Packard Corp., South Bend, Ind.

CORRECTION: The BVI Vibro-Graver price in Feb. 13 issue, page 29, was erroneously listed at \$19.95. The actual retail price is \$12.95.

Each dollar you invest in the Digest lets you

double your chances-to-



582
per dollar in
Digest



245
per dollar in
Look



240
per dollar in
Life

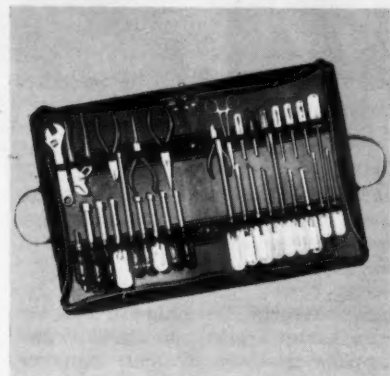


230
per dollar in
Post

to help you in your business

XCELITE Tool Carrying Case

An executive-type, genuine leather briefcase which carries and displays up to 40 tools has been developed by



Xcelite for distributor-salesmen and servicemen.

Incorporating several distributor-suggested features, case is designed to permit neat display of specific Xcelite tool lines, (screwdrivers, or nutdrivers, etc.) or a wide assortment of tools representing several of Xcelite's lines.

Top-grain leather case is reinforced against rugged use. Thongs hold tools firmly in place. Felt-type lining prevents damage to tool finishes and handles. Zipper permits case to be opened wide and flat enabling customer to quickly select specific tool or entire line. Case can also be used for radio-TV servicemen and electronic engineers and is available in black or brown. *Xcelite, Inc., Orchard Park, N. Y.*

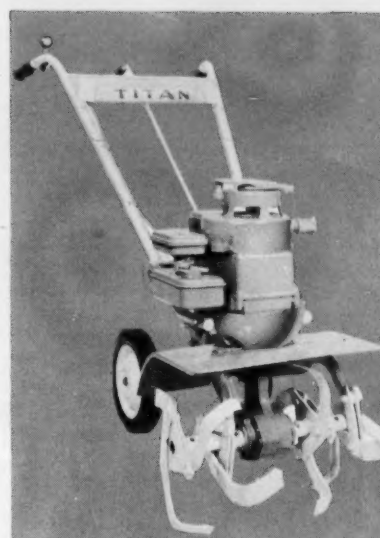
TITAN Announces All-Purpose Tillers

A heavy-duty all-purpose tiller with automatic impulse starting and time hood is announced.

Tillmaster No. 2039 features a 3-hp, 4-cycle B&S engine and is designed to handle a variety of tilling jobs including seed bed preparation, cultivating, weeding and mulching. Vertical shaft design eliminates need for drive belts or chains.

Features include fingertip full-range throttle and clutch controls, 12 Universal self-sharpening tines, 3 tines per plate and a fully enclosed dustproof gear case.

Standard tiller No. 2038 is also available. Both models are said to feature ease of operation, safety and quality construction. *Propulsion Products Co., South Milwaukee, Wis.*



MOW-MASTER Rider Mowers

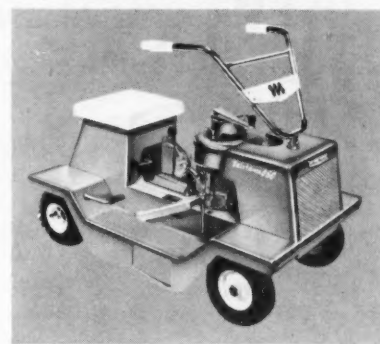
Mow-Master announces 3 models: 26-in. Fairlawn Deluxe rider, No. 660; 24-in. Deluxe rider, No. 640; and 24-in. standard rider, No. 610 make up the series.

Features include automotive styling and latest in riding comfort. **No. 660** is equipped with a 4½-hp, 4-cycle heavy-duty Lauson engine with automatic impulse starting. It also has a 26-in. cutting width and will trim within ½ in. of fences or borders. Fingertip lever controls cutting height from 1½ in. to 3 in., in ½-in. increments, even while mower is in action.

Riding speeds vary from 1½ to 3¾ mph by a positive safety-type foot clutch which automatically de-clutches mower on release.

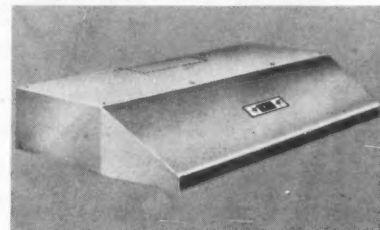
Forward-neutral-reverse gear shift transmission plus fully enclosed differential are other features, plus automotive-type front suspension and spring-mounted full floating front axles.

No. 640 has a 3½-hp engine with automatic impulse starting and 24-in. model 610 is equipped with a 3-hp engine. *Propulsion Products Co., South Milwaukee, Wis.*



FASCO Range Hood

Fasco's 94 series range hood is designed to meet all FHA requirements whether air is to be discharged horizontally or vertically. Impeller provides ample air movement through wall, eaves or roof. Completely self-contained and pre-wired, hood is ready for easy installation. Unit is available in 24-, 30-, 36- and 42-in. lengths. *Fasco Industries, Inc., Rochester 2, N. Y.*



sell washing machines

Appliance marketers use Reader's Digest
to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an ad gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people in families which have bought automatic washing machines recently:

In the Digest	25,327,000
In Look	10,234,000
In Life	11,278,000
In the Post	10,179,000

The number of *chances-to-sell* to these prospects that you get *per dollar* with a 4-color page is illustrated at the left.

And Digest readers are *top-quality prospects* for all major appliances.

A typical Digest issue is read by:

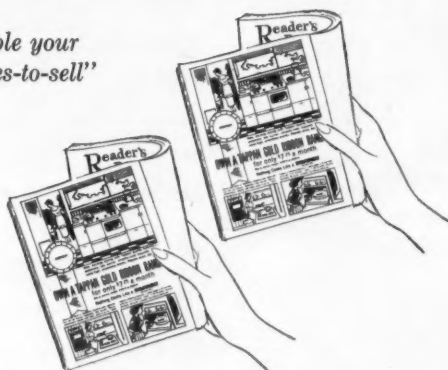
- About 40% of the people in the upper-income third of the country.
- Nearly a third of all the people in homes that own clothes dryers or freezers.
- 40% of the people in homes that have room air conditioners.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

What about TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be

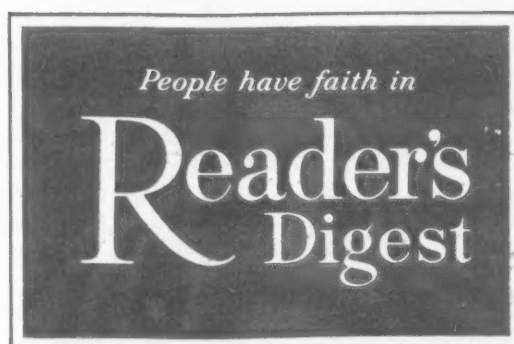
based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

"Double your
chances-to-sell"



Tappan knows
the Digest's extra *chances-to-sell* get results!

During a sales decline of 10-12% in the kitchen range field, Tappan added the Digest to its schedule and reported: "Our sales hit an all-time high."





MODEL 911 EL DORADO

POWER PACKED

**WORLD'S
FINEST
9 TRANSISTOR
POCKET RADIO
BY EMERSON**

\$39.88*

\$54 VALUE YOU CAN SELL FOR AND MAKE YOUR FULL PROFIT

World's only pocket radio with 3-gang condenser and tuned RF stage—provides up to 10 times more sensitivity with increased selectivity. Nine transistors and two crystal diodes to perform where others fail. Made for promotions . . . for customer satisfaction . . . for more money in your pocket. Write, wire or phone your Emerson distributor today!

*Suggested list complete with batteries. Slightly higher in some areas.



Emerson

JERSEY CITY 2, N. J.

**WHAT'S
BEEN
MISSING
FROM
RETAIL
SELLING?**

see page 36.

**WHO
SAYS
NOBODY
WILL
BUY
TODAY?**

see page 36.

**SEE THIS
NEW
VERTICOOL
STYLING
BEFORE YOU BUY
PORTABLE
COOLERS**

Exclusive!

Travel Air®
The greatest name in
PORTABLE AIR COOLERS

METALAIR PRODUCTS DIVISION
McGraw-Edison Company
P.O. Box 1712
Phoenix, Arizona

PEOPLE IN THE NEWS

Skil Corp.—John F. Spaulding, president of the corporation, has also become chief executive officer because of a change in the bylaws of the corporation.

General Electric—J. G. Porter has been appointed manager of marketing research, household refrigerator department. H. E. Brown will succeed Porter as manager of advertising and sales promotion, home laundry department.

Stromberg-Carlson—Appointment of three new district managers has been announced. Frederick W. Ruhl will have the New England territory; Henry C. Gates will have Florida, Georgia and South Carolina and Mitchel M. Werwa will serve company dealers in northern Los Angeles and nearby areas.

Sylvania—David A. Flude was appointed manager of the Philadelphia branch of Sylvania Home Electronics Corp., marketing subsidiary. Samuel A. Sader was named manager of the New York branch.

Magnavox—George A. Stephens was named Midwestern zone manager and Joseph C. Papp was promoted to zone manager for the southeastern



Porter
of G-E



Brown
of G-E

states. Stephens was regional manager for Fort Wayne, Ind., and Papp was regional manager in Southern California.

Roper—George W. Baldwin has become eastern sales manager of the company. He was division manager in Ohio and western New York.

Brown Stove Works, Inc.—Stan J. Ormsby was appointed to the sales staff of the Cleveland, Tenn., company for western New York and Pennsylvania.

Chambers Built-ins Co.—Arthur J. Hanley Jr. was appointed district sales manager for Metropolitan New York City for the Chicago manufacturer of built-in appliances.

Packard Bell—Hans R. Richner has been named director of planning for the home products division.

EM WEEK READERS SAID . . .

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Editor, EM WEEK:

Enclosed is a copy of a newsletter which we have received from the Hoover Co. concerning the Madden Quality Stabilization Bill, HR 116.

We read your magazine every week and wouldn't be without it. But we have never noticed any publicity on your part about this bill. We independent appliance dealers need help in the worst kind of way, and I think this bill may be the answer. The way things are going now, the only appliance outlets will be the big operations—department stores, discount houses, and now, grocery supermarkets.

It may be against your policy to publicize a thing of this sort, but we could sure use some publicity.

We think your magazine is tops and also think the weekly issue is better than the old monthly issue.

Daniel Pizzica
Aspinwall Radio & Electric
Aspinwall, Pa.

EM WEEK generally does not take stands on pending legislation. However, the Madden measure, billed as a legal successor to a federal Fair Trade law, has been covered in the magazine. Its chance for passage in this session of Congress is considered slight.

Editor, EM WEEK:

Your March 13 article on clock merchandising (Is It Time to Re-Set The Clock Business? page 6) implies that all clock manufacturers have gone overboard on price promotion.

This is not so at Seth Thomas. During the past three years of indiscriminate price-cutting among other clock brands, Seth Thomas has maintained its Fair Trade policy and has considerably raised the average unit selling price of its clocks.

Clocks and small appliances suffer from being categorized as "traffic appliances." Too many dealers think of them simply as devices to bring people into their stores. Clocks and other decorative, serviceable accessories for the home can give the largest sales volume for space occupied, the best turnover, and certainly the largest percentage profit of any household furnishings or appliances. Salespeople should know style and be able to advise customers intelligently as to what style of clock is most appropriate to coordinate with their other furnishings.

Quality and service are no longer problems if a store concentrates in the nationally known brands which, like Seth Thomas, maintain service stations in leading cities all over the country and back their product with a firm guarantee.

When clocks are bought for their quality and their beauty, price becomes far less important, and dealers make good profits while creating truly satisfied customers.

Alan Magary
Manager of Marketing
Seth Thomas Clocks

EM WEEK did not imply that clock manufacturers were going overboard on price promotion, although that was the opinion of a Sunbeam spokesman which was identified as such in the article to which Mr. Magary refers. The article was put together after soliciting comments of clock manufacturers all over the country. Some of these manufacturers declined to comment and some could not be reached in time for EM WEEK's deadline. Seth Thomas was in this latter category. We are glad to place Seth Thomas' opinion on record here.

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MARCH 27, 1961

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



Here's how it works!

Sets up in minutes! Simply stack two de-
humidifiers (using caster cups) and place
the unique "cut-away" on top. This
brilliantly-illuminated cut-away is 90%
pre-assembled and is not a lifeless card-
board display but a realistic reproduction
of a dehumidifier that really attracts
attention. It uses "Rotolite X-Ray
Action" to demonstrate air movement,
Freon flow and moisture removal with
dramatic action. There's also a "magic"
demonstration cloth. When moistened it
reads, "Moisture Works Fast" . . . and
shows rust, mold and mildew. But, when
cloth is placed in front of an RCA WHIRLPOOL
it dries in about 3 minutes and the message
changes to read, "Whirlpool Works Fast".
Fascinates customers!

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

NEW RCA WHIRLPOOL DEHUMIDIFIER "TOWER OF PROFIT" SELLING CENTER



**For the first time
you can convincingly demonstrate
the advantages of a dehumidifier**

There's big business in store for you with this new
RCA WHIRLPOOL dehumidifier "selling-center". What a
sales tool! It needs only 12" x 19 1/4" floor space, but stands
high and visually "shouts" to all store traffic. It ingeniously
shows exactly what goes on in a dehumidifier to remove
moisture from the air . . . and a striking backer SELLS THE
POSITIVE advantages. It stops customers and sells them
all by itself . . . simplifying your salesman's job. Makes
an ideal window display, too.

RCA WHIRLPOOL dehumidifiers offer you an opportunity
for new dollar volume. There are no delivery problems,
no installation problems . . . and they're practically
service-free. For additional information contact your
RCA WHIRLPOOL distributor or Whirlpool Corporation De-
humidifier Sales Manager at address below.

**Join up!... it's easier to sell RCA WHIRLPOOL
than to sell against it!**

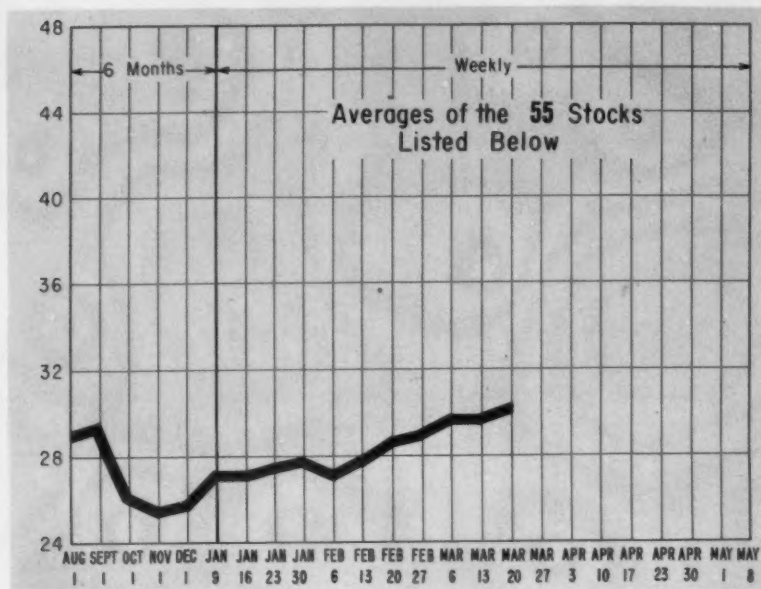


CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

TAKING STOCK

A quick look at the way in which the stocks of 55 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1960 High	Low	Close Mar. 13	Close Mar. 20	Net Change
NEW YORK EXCHANGE					
Admiral	237 $\frac{3}{8}$	10	13 $\frac{1}{2}$	13 $\frac{3}{4}$	+ $\frac{1}{4}$
American Motors 1.20	29 $\frac{1}{2}$	16 $\frac{1}{2}$	17 $\frac{1}{2}$	20 $\frac{1}{4}$	+ 2 $\frac{3}{4}$
Arvin Ind. 1	27 $\frac{1}{2}$	16 $\frac{3}{4}$	24 $\frac{7}{8}$	25 $\frac{1}{8}$	+ $\frac{1}{4}$
Borg Warner 2	48 $\frac{1}{2}$	31 $\frac{7}{8}$	39 $\frac{3}{4}$	42 $\frac{3}{8}$	+ 2 $\frac{5}{8}$
Carrier 1.60	43 $\frac{1}{2}$	27 $\frac{1}{8}$	43 $\frac{1}{4}$	42 $\frac{3}{4}$	- $\frac{1}{2}$
CBS 1.40B	45 $\frac{1}{4}$	34 $\frac{5}{8}$	39	38	- 1
Chrysler 1A	71 $\frac{7}{8}$	37 $\frac{3}{8}$	42 $\frac{1}{2}$	44 $\frac{5}{8}$	+ 2 $\frac{1}{2}$
Decca Records 1.20	39 $\frac{3}{4}$	17 $\frac{3}{8}$	35 $\frac{3}{4}$	35 $\frac{1}{2}$	- $\frac{1}{4}$
Emerson Electric 1BXD	81 $\frac{3}{4}$	33	73 $\frac{7}{8}$	78 $\frac{1}{4}$	+ 4 $\frac{7}{8}$
Emerson Radio .37T	22 $\frac{1}{8}$	11 $\frac{1}{8}$	14 $\frac{1}{2}$	14 $\frac{1}{8}$	- $\frac{3}{8}$
Fedders 1B	22	15 $\frac{5}{8}$	21 $\frac{3}{4}$	22 $\frac{1}{8}$	+ $\frac{3}{8}$
General Dy. 1	53 $\frac{3}{8}$	33 $\frac{1}{2}$	40 $\frac{3}{8}$	40 $\frac{1}{4}$	- $\frac{1}{8}$
General Elec. 2	99 $\frac{7}{8}$	61 $\frac{1}{8}$	68 $\frac{1}{2}$	67 $\frac{1}{4}$	- 1 $\frac{1}{4}$
General Motors 2	55 $\frac{7}{8}$	40 $\frac{1}{4}$	44 $\frac{1}{2}$	46 $\frac{1}{4}$	+ 1 $\frac{3}{4}$
General Tel & El .76*	34 $\frac{1}{8}$	24 $\frac{3}{4}$	29 $\frac{5}{8}$	29 $\frac{1}{4}$	- $\frac{3}{8}$
Hoffman Elec.	30 $\frac{1}{4}$	15	19 $\frac{5}{8}$	20 $\frac{1}{4}$	+ $\frac{5}{8}$
Hupp Corp. .25F	13 $\frac{1}{4}$	6 $\frac{3}{4}$	10 $\frac{1}{8}$	9 $\frac{5}{8}$	- $\frac{1}{2}$
Magnavox 1	66 $\frac{1}{4}$	31 $\frac{3}{4}$	66 $\frac{1}{8}$	68 $\frac{7}{8}$	+ 2 $\frac{5}{8}$
Maytag 2A	44 $\frac{1}{2}$	31	42 $\frac{3}{8}$	43 $\frac{1}{2}$	+ 1 $\frac{1}{8}$
McGraw-Edison 1.40	45 $\frac{3}{4}$	28	38	35 $\frac{7}{8}$	- 2 $\frac{1}{8}$
Minn. M&M .60	88	60	81 $\frac{1}{2}$	83 $\frac{3}{4}$	+ 2 $\frac{1}{4}$
Montgomery Ward 1	55 $\frac{3}{8}$	25 $\frac{1}{2}$	32 $\frac{1}{8}$	33 $\frac{1}{2}$	+ 1 $\frac{3}{8}$
Monarch .04	19 $\frac{7}{8}$	11 $\frac{3}{4}$	15	15 $\frac{3}{4}$	+ $\frac{3}{4}$
Motor Wheel 1	23 $\frac{1}{4}$	11	17	17	-
Motorola 1	98	60 $\frac{1}{2}$	88 $\frac{1}{4}$	89 $\frac{1}{2}$	+ 1 $\frac{1}{4}$
Murray Corp.	29 $\frac{1}{8}$	24 $\frac{5}{8}$	30 $\frac{1}{4}$	29 $\frac{7}{8}$	- $\frac{3}{8}$
Norris-Thermador	22 $\frac{3}{8}$	17 $\frac{1}{4}$	18 $\frac{1}{4}$	18 $\frac{1}{2}$	+ $\frac{1}{4}$
Philco	38 $\frac{1}{4}$	16	21 $\frac{1}{4}$	22 $\frac{1}{4}$	+ 1
RCA 1B	78 $\frac{3}{8}$	46 $\frac{1}{2}$	58 $\frac{3}{4}$	58 $\frac{1}{2}$	- $\frac{1}{4}$
Raytheon 2.37T	53 $\frac{3}{8}$	30 $\frac{1}{4}$	36 $\frac{3}{4}$	37 $\frac{1}{4}$	+ $\frac{1}{2}$
Rheem	28 $\frac{7}{8}$	12	16 $\frac{1}{2}$	16 $\frac{1}{2}$	-
Ronson .60	17 $\frac{1}{4}$	9 $\frac{3}{4}$	17 $\frac{1}{4}$	16 $\frac{5}{8}$	- $\frac{5}{8}$
Roper GD	24 $\frac{1}{4}$	14 $\frac{1}{8}$	19 $\frac{1}{4}$	21 $\frac{3}{4}$	+ 2 $\frac{1}{2}$
Schick	16 $\frac{3}{4}$	7 $\frac{3}{4}$	13	12 $\frac{3}{8}$	- $\frac{5}{8}$
Siegler Corp. .40B	43	23 $\frac{3}{8}$	30 $\frac{1}{8}$	31 $\frac{1}{4}$	+ 1 $\frac{1}{8}$
Smith A. O. 1.60A	53 $\frac{3}{8}$	29 $\frac{3}{4}$	34 $\frac{5}{8}$	35 $\frac{3}{4}$	+ 1 $\frac{1}{8}$
Sunbeam 1.40A	64 $\frac{1}{2}$	47	48	47 $\frac{1}{2}$	- $\frac{1}{2}$
Welbilt .10E	7 $\frac{7}{8}$	4	5 $\frac{3}{8}$	5 $\frac{3}{8}$	-
Westinghouse 1.20	65	40 $\frac{5}{8}$	45 $\frac{3}{4}$	44 $\frac{5}{8}$	- 1 $\frac{1}{8}$
Whirlpool 1.40	34 $\frac{7}{8}$	22	31 $\frac{3}{8}$	30 $\frac{7}{8}$	- $\frac{1}{2}$
Zenith 1.60A	129 $\frac{3}{8}$	89 $\frac{1}{8}$	116 $\frac{3}{4}$	120 $\frac{1}{8}$	+ 3 $\frac{3}{8}$
AMERICAN EXCHANGE					
Casco Pd. .35E	10 $\frac{1}{4}$	6 $\frac{3}{4}$	10	10	-
Century Electric	9 $\frac{7}{8}$	5 $\frac{3}{4}$	8	8 $\frac{1}{2}$	+ $\frac{1}{2}$
Ironrite .25T	10 $\frac{1}{2}$	5 $\frac{1}{2}$	6 $\frac{1}{8}$	6 $\frac{1}{4}$	+ $\frac{1}{8}$
Lynch Corp. 87T	15	8 $\frac{1}{4}$	10 $\frac{1}{2}$	12	+ 1 $\frac{1}{2}$
Muntz TV	6 $\frac{1}{2}$	3 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	-
National Presto .60	21 $\frac{3}{8}$	10 $\frac{5}{8}$	20 $\frac{1}{4}$	24 $\frac{1}{8}$	+ 3 $\frac{7}{8}$
Nat. Un. Elec. (Eureka)	3 $\frac{7}{8}$	1 $\frac{3}{4}$	2 $\frac{3}{8}$	2 $\frac{5}{8}$	+ $\frac{1}{4}$
Pentron	6 $\frac{1}{4}$	2 $\frac{1}{2}$	3 $\frac{1}{2}$	4 $\frac{7}{8}$	+ 1 $\frac{3}{8}$
Proctor-Silex	9 $\frac{7}{8}$	5 $\frac{1}{8}$	6 $\frac{3}{4}$	7 $\frac{1}{2}$	+ $\frac{3}{4}$
Republic Trans.	6 $\frac{1}{4}$	3 $\frac{5}{8}$	6 $\frac{1}{8}$	7 $\frac{3}{8}$	+ 1 $\frac{1}{4}$
Telectro Ind.	21 $\frac{3}{8}$	7 $\frac{3}{8}$	8	8	-
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	6	6 $\frac{3}{8}$	+ $\frac{3}{8}$
Travler Radio	—	—	6 $\frac{3}{4}$	6 $\frac{3}{4}$	—
Webcor	—	—	12	12 $\frac{1}{8}$	+ $\frac{1}{8}$

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: Wall Street continued to move ahead this past week. Encouraged by the continuing favorable business developments of late, the market has taken on a definite bullish outlook to even the most skeptical observers. On the EM WEEK chart, the average rose to an even 30, a gain of 5/8 pt. over last week—the

highest the 55 key stocks index has been since last Aug. 22. Emerson Electric, at plus 4 7/8, led the 32 issues that reflected week-long gains while McGraw-Edison, dropping 2 1/8, showed the way among the 16 declining stocks. Trading was active for the week with March 17 showing a turnover of 5.9 million shares.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	107	104	133	19.5% down*
appliance-radio-TV index (1957 = 100)				(Dec. 1960 vs. Dec. 1959)
RETAIL SALES	17.8	17.8	18.1	1.7% down
total (\$ billions)				(Feb. 1961 vs. Feb. 1960)
APPLIANCE-RADIO-TV	308	302	333	7.5% down
STORE SALES				(Dec. 1960 vs. Dec. 1959)
(\$ millions)				
CONSUMER DEBT + +	286	292	304	5.9% down
owed to appliance-radio-TV dealers (\$ millions)				(Jan. 1961 vs. Jan. 1960)
FAILURES	28	29	32	13.0% down
of appliance-radio-TV dealers				(Feb. 1961 vs. Feb. 1960)
HOUSING STARTS	77.7	70.6	89.5	13.2% down
(thousands)				(Feb. 1961 vs. Feb. 1960)
AUTO OUTPUT	70.9**	91.2**	145.8**	51.4% down
(thousands)				
PERSONAL CONSUMPTION	18.0+	18.3+	19.2+	6.3% down
EXPENDITURES				(4th qtr. 1960 vs. 4th qtr. 1959)
for furniture-household equipment (\$ billions)				
DISPOSABLE INCOME	358.1+	357.5+	342.4+	4.6% up
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
CONSUMER SAVINGS	27.2+	29.2+	22.8+	19.3% up
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
EMPLOYMENT	64,655	64,452	64,520	0.2% up
(thousands)				(Feb. 1961 vs. Feb. 1960)

*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).
**Figures are for week ending March 18, 1961, and preceding week (revised).
+Figures are for quarters.
++Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	Jan.	96,200	67,200	+43.15
DISHWASHERS	Jan.	40,800	37,200	+ 9.68
DRYERS, Clothes, Electric	Jan.	66,190	74,177	-10.77
Gas	Jan.	36,968	37,426	- 1.22
FOOD WASTE DISPOSERS	Jan.	55,900	51,800	+ 7.92
FREEZERS	Jan.	58,100	53,200	+ 9.21
PHONOGRAPH SHIPMENTS	Jan.	291,749	459,729	-36.54
RADIO PRODUCTION	Week Mar. 10	202,316	202,211	+ .05
(excludes auto)	10 Weeks	1,892,989	1,967,667	- 3.80
RADIO RETAIL SALES	Jan.	580,680	803,388	-27.72
TELEVISION PRODUCTION	Week Mar. 10	103,323	104,418	- 1.05
	10 Weeks	1,018,531	1,243,590*	-18.10
TELEVISION RETAIL SALES	Jan.	399,791	590,867	-32.34
REFRIGERATORS	Jan.	225,700	266,700	-15.37
RANGES, Electric, Standard	Jan.	71,100	67,400	+ 5.47
Built-in	Jan.	38,300	46,100	-16.92
RANGES, Gas, Standard	Jan.	91,600	110,900	-17.40
Built-in	Jan.	20,200	22,600	-10.62
VACUUM CLEANERS	Jan.	242,515	258,330	- 6.12
WASHERS, Automatic & Semi-Auto	Jan.	187,052	202,943	- 7.83
Wringer & Spinner	Jan.	41,867	51,622	-18.90
WASHER-DRYER COMBINATIONS	Jan.	6,383	13,964	-54.29
WATER HEATERS, Electric (Storage)	Jan.	52,500	62,700	-14.67
WATER HEATERS, Gas (Storage)	Jan.	227,000	215,500	+ 5.34

*Includes revisions for week of March 3, 1960

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

EUREKA delivers the Sales Power!

—RIGHT TO YOUR DOORSTEP!

EUREKA SILVER VALUE SPECIAL!

FREE
OF EXTRA COST WITH THE
PURCHASE OF ANY EUREKA
VACUUM CLEANER



**Wm. A. ROGERS
SERVING SET**
Quality Silverware by Oneida, Ltd., Silversmiths
Heavily silver plated for lasting beauty. Guaranteed material and craftsmanship.
Richly detailed traditional design complements all silver service. Gives you the serving pieces you lack, the extra ones you need for luncheons, dinners, parties, buffets.

**NEW EUREKA CLEANER
WITH EXCLUSIVE
TRIPLE-FILTER**
traps traps traps
...dust ordinarily blown back into your rooms!

MODEL 806-A
OFFER LIMITED

\$39⁸⁸
Small deposit
\$1.25 per week
Complete with
Deluxe 8-pc.
accessories set

CHECK THESE "PLUS" FEATURES

- NEW Sanitizing DUST BAG—impregnated with germ-killing disinfectant.
- OVER 1 H.P. MOTOR—Powerful, efficient.
- ATTACH-MATIC TUGS—Clip conveniently to side of creaser on-the-spot all the time.
- SWIVELING HOSE CONNECTION—Turns all around. Reach every where in a room without turning cleaner.
- UNBREAKABLE NYLON HOSE—Long, light, flexible. Bends, twists without breaking.
- POWER ADJUSTER—Adjusts suction to suit cleaning—lamp shades, drapes, rugs, blinds, light fixtures, or general dusting.

SEE YOUR EUREKA SILVER VALUE DEALER TODAY!

YOUR NAME AND ADDRESS

**ANOTHER EUREKA
PROMOTION
THAT'S
RED HOT**

TRAFFIC-BUILDER!

A real catch-fire
silverware premium

SALES-BUILDER!

A price leader, plus
full step-up line
of cleaners

PROFIT-BUILDER!

Plenty of profit margin
to remember this
promotion by

**CONTACT
YOUR EUREKA MAN
OR
MAIL THIS COUPON
TODAY!**

**EUREKA IS
RED HOT**

AND HARD-SELL PROMOTIONS IS WHY!

EUREKA WILLIAMS COMPANY

A Div. of National Union Electric Corp., Bloomington, Illinois

**Eureka Williams Company
Bloomington, Illinois**

Gentlemen:

I want to know all about this promotion and the other make-money deals Eureka has set up for its dealers.

Name _____

Address _____

City _____ Zone _____ State _____

AN ANSWER TO THOSE WHO THINK THERE'S NOTHING NEW IN RETAIL SELLING

In the next few months, millions of Americans will be made aware of a remarkable new program initiated by the Portable Appliance Division of Westinghouse.

It is called "Sell America to Prosperity."

And its purpose? Plainly and simply, to stimulate consumers in your town to buy new portable appliances . . . and to buy them from you!

How? By giving them what's been missing from their lives for a good long while—real old-fashioned bargains!

This new Westinghouse program will offer them extra values in every conceivable shape and form: special cash refunds, exciting trade-in deals, new merchandise premiums, money-saving offers, unique products.

And the remarkable part is this: None of these offers will cut into your profits one cent. You'll sell more . . . and at your regular prices! We're footing all bills . . . (and handling all the paper work, too).

It's our way to help stimulate the national economy—and to boost prosperity (yours, ours, and your customers'!).

We're going about this new program in 3 stages:

1. We're tying-in with prominent food manufacturers, like Nestlé's Chocolate and General Mills, offering cash refunds to customers who buy Westinghouse portable appliances from you . . . at your regular price. In addition, we're making possible a wonderful coffee maker trade-in deal that represents a \$5 saving for your customer . . . at no reduction in your profit margin.

2. We've joined with auto dealers coast-to-coast in their "Drive America to Prosperity" promotion, which will put additional millions of Westinghouse redemption coupons into circulation, selling for you. These "buyer dividend" coupons are given free to anyone who visits his auto dealer for a car appraisal. They are redeemable for extra cash or merchandise after the customer buys a Westinghouse portable appliance from you . . . at your regular price. There are 5 different Westinghouse appliance offers being featured on these "buyer dividend" coupons . . . each one a better value, a better bargain!

3. We are offering new and better products, unobtainable elsewhere, to open new markets and to stimulate consumer buying interest. Included are the amazing Portable Electric Greenhouse, the new Spray-Steam 'N' Dry Iron line, the Orbital Action Rug Cleaning Scrubber-Polishers, to name just a few.

It goes without saying that the Westinghouse "Sell America to Prosperity" program will be supported by a massive ad campaign in all media. Magazines, radio, newspapers, and television announcements will spread the Westinghouse bargain news coast-to-coast from now right through May.

It's a program well worth your attention. Your Westinghouse distributor has full details. Call him right now and find out how to BETTER YOUR BUSINESS by participating in the "Sell America to Prosperity" program. *You can be sure . . . if it's Westinghouse.* Westinghouse Electric Corporation, Portable Appliance Division, Mansfield, Ohio.

Westinghouse



